

# Is It Any Wonder that All Salt Lake Turns Out to the Auerbach Sales When There are Such Wonderful Bargains to be Obtained as are Found in This Ad?



## Auerbach's Price-Reducing Clearing Sale



ENTERS

### Upon the Second Week Monday

And Prices Hammered Down to a Lower Level than You've Ever Seen in all Your Shopping Experience. Nothing is Reserved---Our Entire Stocks--Everything in the Entire Store Must be Closed Out

At Any Sacrifice. The Reductions in Prices for Next Week Will be the Greatest of the Sale

It is Expected of us, and we have gone through the stock in each Department and repriced the Balance of merchandise thrown out for Clearance, with the Determination of making the offerings for the final week more Enticing than the first week. Never in the long years of our successful career have we resorted to such radical Measures to reduce our immense stock. We have left no stone unturned in our tireless efforts to realize our one cherished ambition--A COMPLETE RIDDANCE OF ALL THIS SEASON'S MERCHANDISE. EVERYTHING HAS BEEN RE-PRICED REGARDLESS OF LOSS. READ THE ITEMS BELOW CAREFULLY--STUDY THEM--DO NOT MISS A SINGLE WORD--THEN ACT PROMPTLY--DO IT NOW.

Here are the Items that will make things lively the second week of this Clearance Sale.

74c <b>Bleached MUSLIN</b> Cut to, a yard-- <b>4 1-2c</b>	81-5c <b>Apron Gingham</b> Cut to, a yard-- <b>5 1-4c</b>
10c <b>White CAMCRIC</b> Cut to, a yard-- <b>5 1-2c</b>	20c <b>Bed Sheetting</b> Cut to, a yard-- <b>21c</b>
The best 74c <b>DRESS PRINTS</b> Cut to, a yard-- <b>5c</b>	15c <b>Shaker FLANNEL</b> Cut to, a yard-- <b>8 3-4c</b>
18 1-2-3c <b>Canton FLANNEL</b> Cut to, a yard-- <b>9 1-2c</b>	30c <b>White Wool Flannel</b> Cut to, a yard-- <b>17 1-2c</b>
\$2.25 <b>Comforts</b> Cut to, each-- <b>\$1.58</b>	\$3.00 <b>Comforts</b> Cut to, each-- <b>\$1.89</b>
\$2.75 <b>BLANKETS</b> Cut to, a pair-- <b>\$1.58</b>	\$6.00 <b>All Wool BLANKETS</b> Cut to, a pair-- <b>\$3.30</b>
50c <b>Towels</b> Cut to, each-- <b>3c</b>	10c <b>Towels</b> Cut to, each-- <b>5 1-2c</b>
12 1-2c <b>Towels</b> Cut to, each-- <b>7 1-2c</b>	15c <b>Towels</b> Cut to, each-- <b>11 1-2c</b>
25c <b>Towels</b> Cut to, each-- <b>16c</b>	35c <b>Towels</b> Cut to, each-- <b>22c</b>
<b>Golf Gloves</b> All 2c and 4c grades on sale at All ladies' sizes in a great variety of style. <b>20c</b>	

For the Second Week of this Clearance Sale  
**SILKS and DRESS GOODS PRICES CUT AGAIN!**

PRICES THAT BROUGHT THOUSANDS OF PATRONS TO THIS DEPARTMENT LAST WEEK, CUT AGAIN AND THE ENTIRE STOCK GOES AT EVEN GREATER REDUCTIONS.

**Crepe Albatross**  
38 inch, all Wool Albatross, all Colors, the 60c grade, this sale, a yard, **35c**

**SUITINGS**  
38 to 48 inch all Wool Novelty Suitings up to \$1.00 values. This sale, a yard, **43c**

**DRESS GOODS**  
44 to 56 inch all Wool plain and novelty dress goods, up to \$1.75 values, this sale, a yard, **73c**

A full line of 19 inch Silk Taffeta in all colors, the 75c quality. Our cut price special **50c** at, per yard.

19 inch Silk Messaline in all the leading shades, the best 30c quality. Our cut price special **57c** at, per yard.

A splendid assortment of fancy colored Silks in stripes, checks and figures. Our \$1.50 quality. Our cut price special at, per yard **79c**

TOMORROW, THERE NEVER WAS A GREATER MONEY SAVING SALE OF

### INFANTS' WEAR

The sale bargains are simply astonishing.

**At 99c Each**  
Infants' long or short dresses, an almost endless variety to choose from, all well made and neatly trimmed in lace or embroidery, values ranging up to \$1.65, the sale price, choice **99c** each.

**At 49c Each**  
Infants' Knitted Jackets and a variety of Cashmere Jackets, neatly embroidered, a great variety to choose from, worth up to 99c each, all on sale **49c** at.

**At 19c Each**  
Children's Outing Flannel Skirts, made with waist extra good, 50c grade, on sale here **19c** at.

**Infants' & Children's Headwear**  
Amazing values at these prices, you must see them to appreciate the extraordinary reductions. Lot 1 worth up to \$1.80 **25c** at.  
Lot 2 worth up to \$2.00 **69c** at.

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

### For the 2nd Week of This Clearance Sale Futher Reductions on Already Much Reduced Garments in Our Cloak Dep't.

Unparalleled prices that will provide unprecedented buying. Former prices, cut ruthlessly--recklessly--to a point far below that at which such desirable garments were ever before offered.

Suits	Dresses	Furs
\$50 and \$60 Suits in this sale <b>\$25.50</b>	\$17.00 Dresses in this sale <b>\$8.35</b>	\$5.00 Fur Sets in this sale <b>\$2.66</b>
Further Reductions on Coats	Further Reductions on Skirts	Further Reductions on Petticoats & Kimonos
\$30.00 Coats in this sale <b>\$15.95</b>	\$12.00 Skirts in this sale <b>\$5.95</b>	90c Short Kimonos in this sale <b>39c</b>
\$25.00 Coats in this sale <b>\$11.75</b>	\$15.00 Skirts in this sale <b>\$7.75</b>	\$2.50 Black Pattern Petticoats <b>\$1.39</b>

### Stirring Bargain Values in Knitted Underwear

Great Additional Reductions for the 2nd week of Salt Lake's Greatest Clearing Sale.

**Boys' Extra Heavy Elderdown Fleece Union Suits**, all sizes, regular price according to size; 80c **49c** sale.

**Children's Heavy Fleece Perfect Finished Fine Ribbed Vests and Pajamas**, in natural gray, away below regular price or value.

Sizes 16 and 18, on Sale at **16c**  
Sizes 20, 22 and 24, on Sale at **15c**  
Sizes 26 and 28, on Sale at **20c**  
Sizes 30, 32 and 34, on Sale at **25c**

**Ladies' Jersey Ribbed Cream Vests and Pajamas**, medium heavy fleece, all sizes, regular 35c value, on sale at **19c**

**Ladies' Fast Black Jersey Ribbed Tights**, open or closed, all sizes in the best 75c quality, on sale at **45c**

**Children's Rompers**  
Best 65c Grades at **39c**  
Made of best ansoning Gingham, striped, searucker or plain chambray, all 65c grade, on sale at **39c**

### The Millinery Clearance

HAS BEEN THE DELIGHT OF THE FEMININE PORTION OF THE TOWN SINCE 'TWAR' BEGUN. TWILL BE DOUBLY SO NEXT WEEK, FOR THE PRICES HAVE TAKEN ANOTHER DIZZY DROP.

**100 Hats**  
REGULAR UP TO \$6.00 To close out **\$1.98** at.

**TABLE LINEN**  
Cut to, a yard--**98c**

**Battenburg CURTAINS**  
Cut to, a pair--**\$1.29**

**25c Hose Supporters at 10c**  
Fancy Elastic or Satin top Hose Supporters, all colors, on sale at **10c**

The Second Week of this Clearance Sale of

### Boys' Clothing and Gents' FURNISHINGS

Will Bring a Stampede of Buyers Read the Price Reductions--they tell the Story of our Losses and Your Savings.

**Socks**  
25c Cashmere, Wool and Cotton 1/2 hose, all colors, for rapid selling only **12 1-2c**

**Mens' Shirts**  
75c \$1.00 and \$1.25 Shirts, golf and Negligee styles, including white stiff bosom **49c**

**Mens' Underwear**  
\$1.00, \$1.25 and \$1.50 Wool also heavy balbriggan and ribbed shirts and drawers, all sizes **79c**

**Boys' Clothing**  
All remaining Suits worth \$5.00, \$5.50, \$6.00 \$6.50 and \$7.00, gathered into one lot for rapid selling. Take your choice **\$2.90** at.

**Boys' Clothing**  
All \$3.00 to \$4.75 Suits and Overcoats go **\$1.98** at.

FOR the Second Week of this CLEARANCE SALE.

### SHOES PRICES Completely Shattered!

We will not carry over a single Winter Shoe. Every one must be sold out this Season. The Reductions are Radical. You Can't afford to Miss any such Chance as this.

**Misses Kid Shoes** with pat. tip and extension soles, sizes 1 1/2 to 2 at a pair **\$1.35**

**Children's Black Kid Shoes** with pat. tip and wedge heels, sizes 2 to 5 at a pair **60c**

**Youth's School Shoes**, with extension soles and leather lined, sizes 1 1/2 to 2. Value \$1.25, gone during this sale **\$1.55** at.

**Ladies' Pine Kid, Patent or Tan Dress Shoes**, with light or heavy soles. Value up to **\$3.15** at.

**Ladies' Good Grade Storm Rubbers**, at **60c**

**Men's First Quality Rubbers**, all sizes, at **90c**

Here are the Items that will make things lively the second week of this Clearance Sale.

\$1.00 <b>White Bed Spreads</b> Cut to, each-- <b>59c</b>	\$1.25 <b>White Bed Spreads</b> Cut to, each-- <b>77c</b>
\$1.85 <b>White Bed Spreads</b> Cut to, each-- <b>\$1.19</b>	\$2.25 <b>White Bed Spreads</b> Cut to, each-- <b>\$1.28</b>
\$2.50 <b>White Bed Spreads</b> Cut to, each-- <b>\$1.39</b>	\$2.75 <b>White Bed Spreads</b> Cut to, each-- <b>\$1.58</b>
\$3.00 <b>White Bed Spreads</b> Cut to, each-- <b>\$1.89</b>	\$4.00 <b>White Bed Spreads</b> Cut to, each-- <b>\$2.38</b>
\$5.00 <b>White Bed Spreads</b> Cut to, each-- <b>\$2.98</b>	10c <b>White India Linon</b> Cut to, a yard-- <b>5 1-2c</b>
15c <b>White India Linon</b> Cut to, a yard-- <b>9 1-2c</b>	20c <b>White India Linon</b> Cut to, a yard-- <b>12c</b>
25c <b>White India Linon</b> Cut to, a yard-- <b>14c</b>	30c <b>White India Linon</b> Cut to, a yard-- <b>19c</b>
70c <b>Bed Sheets</b> Cut to, each-- <b>44c</b>	85c <b>Bed Sheets</b> Cut to, each-- <b>59c</b>
95c <b>Bed Sheets</b> Cut to, each-- <b>66c</b>	75c <b>TABLE LINEN</b> Cut to, a yard-- <b>44c</b>
<b>Children's Outing Flannel Gowns</b> All sizes on sale at <b>40c</b> Made of splendid quality striped Outing Flannel, the regular price according to size up to 15c each on sale <b>40c</b> at.	