



F. AUERBACH & BRO'S.
SECOND WEEK OF
The Great Slaughter
STARTS
MONDAY AT 9 O'CLOCK.



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For the Coming Week There Will be Such a Crash of Values and Prices Throughout This Store as Salt Lake Retailing has not known in Years. There's a time when it is a part of wisdom to cut so deep into the Original Cost, as to wipe out the profits that have been made earlier in the season—that time with us, is NOW—and this ad gives expression to one determined purpose to peremptorily close out the balance of our Winter Stocks

AT A SACRIFICE SO GREAT AS TO TEST OUR COMMERCIAL COURAGE TO THE LIMIT.

Our Course is clear—and so is yours—The Loss Falls on us, It's yours to Profit Thereby. Prompt Action is Advisable. Read on.

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

Pages and pages of Advertising wouldn't add one iota to the Merits of this Sale. The most Powerful Language Possible could not describe it adequately. No Merchandise Event has ever approached in Importance this Unconditional Clearing Sale. Study these prices carefully, read this Entire Advertisement—Bring it down town with you.

AND
IF YOU VALUE YOUR DOLLARS,
IF YOU APPRECIATE INTELLIGENT ECONOMY, you will be at our store

EARLY MONDAY

CAMBRIC LINING.
BEST QUALITY GLOVE FINISH CAMBRIC LINING, A YARD **4c**

VEILINGS.
15 inch face Veiling in black, white, white and black and black and white, also browns and blues up to 30c values, on sale at **15c**

MILLINERY MUST HURRY OUT!
ALL FALL AND WINTER MILLINERY MUST GO IN A HURRY NOW.
For insignificant sums you can buy hats that you will be proud to wear. Couldn't help but be proud, for the styles are the best money could buy

LADIES' NIGHT GOWNS.
Four styles extra quality Ladies Night Gowns, made of fine plain Daisy Cloth in pink or blue or best neat striped Outing Flannel all fast colored, all sizes, best \$1.50 grades on sale at, **99c**

36 INCH MERCERISED SATEEN
IN ALL COLORS AND BLACK, clearance sale price, **18c**

Here's how well we'll sell
NOTIONS.

For the second week of this greatest clearing sale, Lay in supplies now.
Cotton Tape, white, three different widths, at a piece, **1c**
Hair Pins, 100 in a box, best quality, a box, **3c**
Sanford Black Ink, 10c a bottle, each, **3c**
Mucilage, a 15c bottle, each, **7c**
Dressing Combs, 10c quality the sale price, **5c**
25c Dressing Combs in shell, amber, rubber or onyx, at, **15c**
Finishing Thread, four-yard lengths, 10c pieces at, **5c**
Hose Supporters of fancy elastic, all colors, Ladies' sizes 25c grade at, **10c**
Hair Brushes up to 50c grades on sale at **25c**
Spring Hooks and Eyes, 2 doz. on a card, black or white, at, **1c**

GREATEST CLEARING SALE

OF ALL
SILKS AND DRESS GOODS

Takes a fresh start to-morrow. Reductions beyond comprehension. Prices made to effect a speedy disposition of all Winter Stock.

20 pieces 36-inch Fancy Dress Goods, Grade sold at 25c. Clearance sale price, per yard **16c**
50 pieces best French Challis Grades sold up to 75c a yard. Clearance sale price, per yard **47½c**
40 pieces fine Imported Suitings, Grades sold up to \$2.75. Clearance Sale price, per yard **98c**
25 pieces Satin Finish Venetian Cloth in all colors and black. Grade usually sold at \$2.50. Clearance Sale price, per yard **\$1.48**

TAFFETTA SILKS.
Taffetta Silk, 19 inches wide in all colors, this line includes every piece of Taffetta silk in our stock, worth up to \$1.00 per yard. Sale price, **55c**
CREPE DE CHENE.
Crepe De Chene, 24 inches wide in all the evening and street colors, \$1.00, \$1.25, and \$1.50 qualities. These prices will not last. Sale price, 50c, 75c, and **98c**
BLACK PEAU DE SOIE.
Black Peau De Soie, 21 inches wide very heavy quality, soft and durable usually sold at \$1.50, such value seldom found. Sale price, per yard **79c**

GREATEST CLEARING SALE

OF FLANNELS AND BLANKETS
Takes a fresh start to-morrow—Reduced prices again Reduced! Deeply cut prices slashed still deeper! No matter, it's a quick and complete clearance we want, and we're willing to lose money in order to obtain it!

ROUTING FLANNELS.
Cut from 7c to (per yard) **4 1-2c**
Cut from 10c to (per yard) **7 3-4c**
Cut from 12½c to (per yard) **9c**
Cut from 15c to (per yard) **11c**
WHITE SHAKER FLANNELS.
Reduced from 6½c to (per yard) **4 3-4c**
Reduced from 10c to (per yard) **7 1-2c**
Reduced from 12½c to (per yard) **9 1-2c**
Reduced from 15c to (per yard) **11 1-2c**
WHITE WOOL FLANNELS.
Worth 20c, on sale, per yard **12 1-2c**
Worth 30c, on sale, per yard **23c**
Worth 50c, on sale, per yard **38 1-3c**
Worth 60c, on sale, per yard **39c**
Worth 75c, on sale, per yard **55c**
CANTON FLANNEL.
Marked down from 6½c to **4 1-2c**
Marked down from 10c to **7 3-4c**
Marked down from 15c to **9c**

COTTON SHEET BLANKETS.
Regular \$1.00 go per pair **40c**
Regular \$1.00 go per pair **64c**
Regular \$1.25 go per pair **83c**
Regular \$1.50 go per pair **99c**
Regular \$1.75 go per pair **\$1.10**
Regular \$2.00 go per pair **\$1.27**
COLORED WOOL BLANKETS.
Usually \$3.50 in this sale per pair **\$2.40**
Usually \$5.50 in this sale per pair **3.45**
Usually \$6.50 in this sale per pair **4.60**
Usually \$7.50 in this sale per pair **5.27**
WHITE WOOL BLANKETS.
Value \$1.50 in this sale per pair **\$2.40**
Value \$5.00 in this sale per pair **3.40**
Value \$5.50 in this sale per pair **5.60**
Value \$9.00 in this sale per pair **6.80**
Value \$12.00 in this sale per pair **8.00**
ALL BEY SPREADS.
Formerly \$1.50 at (each) **50c**
Formerly \$1.50 at (each) **90c**
Formerly \$2.00 at (each) **\$1.27**
Formerly \$2.50 at (each) **\$1.59**
Formerly \$3.00 at (each) **\$1.98**

Powerful low prices reign in our
UNDERWEAR
Section.

As examples of bargain importance we call attention to these four items.
A splendid quality white Jersey ribbed knitted corset covers with draw string at the waist, all sizes, 45c values at **25c**
Ladies' fast black wool mixed ribbed Union Suits, all sizes, best \$1.50 grade, go on sale this week **99c**
Cream Jersey ribbed flannel Union Suits, all sizes, the best 75c grades, go on sale here at **43c**
Ladies' finest quality cashmere ribbed Vests and Pants of finest lamb's wool, warranted nonshrinkable, in white or natural gray, all sizes, the best \$1.50 grade at **\$1.**

GREATEST CLEARING SALE

LINENS AND DRAPERIES

TAKES A FRESH START TO-MORROW.

45c TABLE LINEN, cut to per yard **27c**
65c Table Linen, cut to per yard **39c**
75c Table Linen, cut to per yard **47c**
100c Table Linen, cut to per yard **67c**
110c Table Linen, cut to per yard **98c**
NAPKINS worth 50c, at, per dozen **17c**
Napkins worth 60c, at, per dozen **33c**
Napkins worth 75c, at, per dozen **43c**
Napkins worth \$1.25, at, per dozen **88c**
Napkins worth \$1.50, at, per dozen **1.38**
Napkins worth \$2.00, at, per dozen **2.24**
TOWELS worth 75c, got at, each **4c**
Towels worth 10c, got at, each **9c**
Towels worth 15c, got at, each **11c**
Towels worth 20c, got at, each **18c**
Towels worth 25c, got at, each **24c**
75c CURTAINS go, per pair **36c**
100c Curtains go, per pair **69c**
125c Curtains go, at, per pair **1.25**
150c Curtains go, per pair **1.44**
175c Curtains go, per pair **1.66**
200c Curtains go, per pair **1.89**
PORTIERES worth \$3.00 at, per pair **1.78**
Portieres worth \$5.00 at, per pair **2.98**
Portieres worth \$8.00 at, per pair **3.60**
Portieres worth \$10.00 at, per pair **4.50**
60c TAPESTRY TABLE COVERS on sale at, **65c**
125c Tapestry Table Covers on sale, at, **79c**
200c Tapestry Table Covers on sale, at, **\$1.18**
250c Tapestry Table Covers on sale, at, **\$1.78**
300c Tapestry Table Covers on sale, at, **\$2.10**

A QUICK RIDDANCE NOW TO
Coats, Suits, Waists, Skirts, Petticoats.

The Values offered last week executed great excitement. Monday unfolds fresh offerings with still lower prices that WILL UNDERSELL THE TOWN.

TAILORED SUITS AT HALF PRICE.
\$12.00 Ladies' tailored suits, tourist coat style, reduced to **\$5.75**
\$15.00 Ladies' Tailored Suits, Norfolk coat style, reduced to **\$7.50**
\$22.50 Ladies' Tailored Suits, tourist coat style, reduced to **\$11.25**
\$27.50 Ladies' Tailored Suits, great variety of styles, reduced to **\$13.75**
REMEMBER—ALTERATIONS FREE OF CHARGE.
\$30.00 Black Beaver Cloth Caps reduced to **\$4.50**
\$12.00 full length Beaver Cloth cape, storm collar, reduced to **\$5.98**

REDUCTIONS ON ALL COATS.
\$6.00 BEAVER COATS for **\$2.98**
\$10.00 KERSEY COATS for **\$4.50**
\$15.00 RAIN COATS for **\$7.50**
\$20.00 TOURIST COATS for **\$10.00**
\$25.00 RAIN COATS for **\$12.50**
\$30.00 three-quarter LENGTH Tourist COAT for **\$15.00**
\$40.00 DRESS COATS for **\$20.00**
\$30.00 GIRLS' SHORT COATS for **1.50**
\$27.50 GIRLS' KERSEY COATS for **\$1.95**

SKIRTS, WRAPPERS AND WAISTS.
\$7.50 Walking Skirts, plain or mixtures for **\$3.75**
50c fleeced flannellette house wrappers, at **47c**
\$2.25 all wool flannel shirt-waists, fancy front, all sizes, at **\$1.23**
\$1.50 heavy fleeced flannellette Dressing Sacques, dark colors, at **88c**
\$2.00 children's elderdown coats, pale blue, pink and white, at **95c**
\$3.00 long fleeced Kimonos, Persian designs, at **\$1.88**
\$1.50 Black Sateen Petticoats, Elite style, at **85c**

There must be a Complete CLEAN-UP of our Entire Stock in this

GREATEST CLEARING SALE OF DOMESTICS

To this end prices have been reduced beyond all vestige of profits.
Choice of Fruit of the Loom or Lonsdale Muslin in this sale at, per yard **8c**
15c. Pillow Cases at each, **8½c.**
18c. Pillow Cases " **11c.**
22½c. Pillow Cases " **16c.**
70c. Bed Sheets " **47c.**
85c. Bed Sheets " **59c.**
90c. Bed Sheets " **67c.**
All Bleached and Unbleached Muslins—all Bed Sheetings—all White Goods, must and will be sold this week regardless of the Original Cost.

RIBBONS.

ALL AT SPECIALLY REDUCED SALE PRICES, BUT THESE THREE SPECIAL LINES FOR THE SECOND WEEK OF THIS THE GREATEST CLEARING SALE, OFFER SEEMINGLY IMPOSSIBLE INDUCEMENTS. HERE'S WHAT OUR OFFER MEANS:
At 50c a Yard.
Black gros grain Ribbon, with Satin edge, a good heavy, all 8½ Satin Taffeta Ribbon, all colors, in Nos. 5 and 7 and plain Taffeta Ribbons in No. 7 and 9, worth up to 12½c, on sale at 50c.
At 100c a Yard.
Pure Silk Satin Taffeta Ribbons, all colors, in No. 9, 12, 14, 22 and 40, every desirable shade and color, worth up to 25c a yard, on sale at 100c.
At 150c a Yard.
We will give you choice of an elegant variety of shaded Taffeta Ribbons, beautiful fancy neck and pillow ribbons, and the finest of white Plain or Satin Taffeta Ribbons, values worth up to 40c a yard, go at 150c.

GREATEST CLEARING SALE

Of Boys' Clothing & Gents' Furnishings

TAKES A FRESH START ON MONDAY MORNING.

The second week of this sale presents values uncomparable, peerless beyond dispute. Reductions are excessive, and each an honest cut from the lowest of low original prices.
GENTS' SOFT FRONT DRESS SHIRTS. In fine Madras and calico, all sizes, regular 75c and 85c values for **49c**
BOYS' FELT HATS. In black Felt, dome and Crusher shapes, sizes 6½ to 7, values 85c. Cut price **49c**
BOYS' KNEE PANTS. In all wool tweeds, ages 2 to 16 years, all the \$1.00 and 1.25 values, **75c**
In flatter styles, ages 12 to 16 years, values from \$7.00 to \$10.00, your choice from the entire stock for **\$5.50**
BOYS' THREE-PIECE VESTEE SUITS. Made up in strictly all wool goods, ages 3 to 6 years, values from \$2.00 to \$4.00. Cut price **\$1.50**
YOUTH'S LONG PANT SUITS. In dark and medium wool mixtures, ages from 11 to 20 years, all \$5.00 and \$6.00 Suits cut **\$3.50**
BOYS' OVERCOATS. Ages 3 to 8 years, your choice from our stock of \$6.00 to \$8.00 values **\$4.25**
for **\$2.75**

Greater Reductions than ever to close out the Balance of
FUR STOCK!

The following sale prices are certain to create keenest enthusiasm:
\$1.50 Electric Seal Fur Boas, now **75c**
\$5.00 Brown Martin Scarfs **\$2.50**
\$6.00 84-inches long Seal Boas, now **\$3.00**
\$7.50 gray squirrel Scarfs now **\$3.75**
\$10.00 fine Blended Musk-rat Seal **\$5.00**
\$15.00 black and brown Martin Scarfs **\$7.50**
Every fur in the House Marked Down.

GREATEST CLEARING SALE

Of Shoes in the City—Genuine Bargains

ONE MORE CHANCE.

LADIES' RUBBERS. finest quality made—cut to **50c**
BOYS' RUBBERS—Extra Heavy— Cut to **40c**
MEN'S RUBBERS—Extra Heavy— Cut to **60c**
WHITENING SHOE POLISHES— 25c kinds, cut to **19c**
BOYS' \$1.50 CALF SHOES. Cut to **98c**

Not Counting Cost in our
GREATEST CLEARING SALE of Infants'

Caps and Bonnets

Absolutely nothing is reserved, every item in this line is being sacrificed regardless of cost or former selling prices.
At 49c each
A line of Infants' Embroidered Silk Bonnets and a variety of Children's Poke Bonnets, styles and qualities that sold up to \$1.00 each, the uniform sale price, each 45c.
At 69c each
You can select from a great variety of the best this season's styles of Infants' and Children's Caps and Bonnets that sold up to \$2.00 each.
At \$1.49 each
We offer choice of our finest Bonnets for Infants' and Children, every pretty style is represented here, and the values range from \$2.00 to \$4.00 each, the uniform price for this lot, each, \$1.49.