

# F. AUERBACH & BROS' JANUARY CLEARANCE SALE

## Commences Tuesday, January 2nd at 9 a.m.

**HERE AGAIN!** The mightiest, most comprehensive bargain-giving event ever known in the west. Prices literally cut to shreds. A sale of tremendous magnitude—a sale far-reaching in its effects—a sale that will easily rank as the most remarkable in the history of the Dry Goods trade. This Great Sale starts **TUESDAY** with almost inexhaustible stocks and not an article in the store is exempted from this uniform slaughter. Salt Lake has seen many big clearing sales—but here is a sale that outrivals all events of the kind ever held in the west. It will begin with a vim and energy characteristic of this store. It matters not how much you have profited by these remarkable events in the past—it matters not how great the successes have been nor how enthusiastic the selling, **THIS EVENT IS BOUND TO OVERSHADOW COMPLETELY ALL PAST EFFORTS.** It's the time when prices are cut, when goods must move, when space must be cleared. Reductions everywhere. We'll sell goods at such prices as will bring the people **HERE FROM EVERYWHERE.** **PASS THE WORD TO YOUR FRIENDS.** Let everybody come and secure positively matchless bargains.

### HAVOC AMONG SILK PRICES.

The entire Silk Stock sacrificed in this sale. Did you ever see such tremendous Bargains before? If these cut and slashed prices don't bring the biggest crowd we ever had, we don't know what will.

Wash Silks 20 inches wide, value 35c, sale price, **24c** per yard.

Fancy Silks, 20 inches wide, value 55c, sale price, **48c** per yard.

Black Taffeta Silk, 19 in. wide, value 75c, sale price, **44c** per yard.

Lyon's Dye Wash Silk, 24 inch wide, value 60c, sale price, per yard, **37½c**.

Black Peau De Soie, 19 inches wide, value \$1.00, sale price, per yard, **69c**.

Colored Taffeta Silk, 27 inches wide, value \$1.25, sale price, per yard, **75c**.

Rockless reductions on all French Waistings, on all Scotch Flannels, on all Navy Blue Black and Red Twilled Flannels, Wool Elderdowns, and on all the best White, Plain and Embroidered Flannels, they must be forced out and at once.

### MUST CLEAR FLANNELS AT ANY COST.

Every yard goes, no matter how big the loss. We are ready to take it, and we've cut prices that will make this event overshadow all previous sales. Clearance time is here and every yard goes.

1000 yards White Shaker Flannel—double fleeced; value 64c; in this clean-up sale, per yd. **34c**.

The 7½ Canton Flannels, Shaker Flannels and Outing Flannels; all go in this sale, per yd. **4½c**.

Gray and tan Camel's Hair Flannels; heavy white and cream twilled Outing Flannel and unbleached Canton Flannels; regular 10c grades; in the slaughter, per yd. **6¾c**.

The prettiest assortment of Outing Flannels in beautiful colorings and patterns; and 30 per cent. printed Fleece Flannellettes in the newest designs and shadings, and 1000 yards of yard-wide Shaker Flannels; sold everywhere at 12½c; sacrificed in this sale, **7½c** per yd.

Velour Flannels—double width Fleece Flannellettes, in the pretty Challie and Japanese patterns; regular price 15c and 16½c; to be closed **8½c** out at once.

22½ cream white union **12½c** Flannel; cut to, per yd.

Wool Elderdowns; sold everywhere at 30c; here in this sale, per yd. **15c**.

35c white wool Flannel, on sale, per yd. **24c**.

ESTABLISHED 1864

## F. Auerbach & Bros.

ONE PRICE TO ALL NEVER UNDERSOLD

### The Clearance of Womens' Ready-to-Wear Apparel

We have slashed and cut the prices and attacked the whole stock with reductions that mean a rapid exodus of every garment.

All Ladies' and Misses' Tailor-made Suits at Half Regular Price.

#### COATS AND JACKETS

10.00 Kersey Coats, 27 in. long **\$3.95**  
12.00 Kersey Coats, 3 length **5.00**  
15.00 50 inch Ladies' Coats **6.75**  
20.00 Fine Beaver Coats **9.50**  
3.50 Girls' Coats, 4 to 14 years **1.75**  
5.00 Bearskin Coats, 1 to 6 years **2.90**

#### SKIRTS AND PETTICOATS

1.50 Misses' Skirts in grey only **.75**  
3.00 Ladies' Skirts, all sizes **1.85**  
5.00 Ladies' Skirts, all colors **3.35**  
Our 1.00 Black Sateen Petticoats **.63**  
Our 2.00 Elite Petticoats **1.20**  
Our 7.50 Silk Petticoat **4.98**

#### WAISTS NEVER SO CHEAP

Waists sold at **.75** reduced to **.39**  
Waists sold at **1.50** reduced to **.88**  
Waists sold at **2.25** reduced to **1.30**  
Waists sold at **3.50** reduced to **2.00**  
Taffeta Silk Waists, worth 4.50 now **2.75**  
5.50 Peau de Soie Silk Waists **3.30**

#### Wrappers, Dressing Sacques, Kimonas

.75 Flannellette Wrappers reduced to **.33**  
.75 Outing Flannel Dressing Sacques reduced to **.35**  
1.00 Short Kimonas reduced to **.50**  
2.00 Long Kimonas reduced to **1.00**  
3.75 Silk Kimonas, all shades, slashed to **2.50**  
7.50 Cashmere Wrappers, cut to **5.00**

All Furs at Half Price During This Great Sale

### CLEAN-UP SALE OF HOSIERY

**FOR WOMEN AND CHILDREN**

An absolute clearance of all Hosiery; this is unquestionable the greatest opportunity to secure the very best Stockings for Women and Children at a mere fraction of their real value.

Children's Wool Hose, all sizes, a good wearing quality with double heels and toes, sells regularly at 20c a pair; to clean up **12½c** at once.

Children's best quality Woolen Hose in narrow ribbed, all sizes, a splendid 50c grade; the clean-up sale price **33½c**.

Children's fleeced cotton Hose with double knees, heels and toes; all sizes, 20c grade at **10c**.

Ladies' fast black seamless cotton Hose, 20c grade, clean-up **12½c** sale price.

Ladies' best 50c quality Cashmere wool Hose, in plain or ribbed top, all sizes; go in this closing **33½c** out sale at once.

Infants' Cashmere Hose in black or white, extra fine ribbed quality; regular 25c grade; will be closed **15c** out.

#### KID AND GOLF GLOVES

Sensational price reductions, but the stock must be cleared and we have marked the prices to do it quickly.

42 dozen Golf Gloves in great variety of plain colors and fancy pattern 40c, 50c values; the clearance **25c** sale price.

### A CLEARANCE SALE OF Winter Dress Goods.

In every sense of the word. Thorough and sweeping reductions. Every yard is marked to go, value not considered, but the clearing of the shelves. "Rush them out" is the order.

36 inch heavy wool Suitings, 35c value, clearance sale price, per yard **18c**.

36 inch fine quality Cashmere, 40c value, clearance sale price, a yard **26c**.

38 to 40 inch latest style Suitings, 75c and 85c values, clearance sale price, a yard **46c**.

45 inch heavy Panama Cloth, \$1.10 value, clearance sale price, a yard **73c**.

46 to 56 inch fine English Suitings, \$1.75, \$2.00 and \$2.25 values, clearance sale price, per yard **\$1.00**.

46 to 56 inch finest imported Suitings, \$2.50 and \$3.00 values, clearance sale price, a yard **1.29**.

### MUSLINS AND DOMESTICS

The sale prices are less than wholesale figures in every department and this section shall bear the brunt of the battle. A striking instance of the way the sale affects prices is contained in this offering.

1000 yards Calicoes in this sale at per yard **3c**.

### NOTION PRICES CUT TO Fractions of Real Value

**Toilet Soaps**

Colgate's and Kirk's makes some of the best 10c sellers go in this sale at **3½c a Bar.**

All others similarly reduced.

#### Ribbons

Prices Cut in most instances to HALF and LESS Regular Values. All plain and fancy ribbons are included, none have escaped the price cutting.

Four Big Special Lots at **5c, 10c, 15c, 19c** A YARD.

### CLEAN UP SALE ON ALL LACES AND TRIMMINGS, ALL BELTS AND NECKWEAR, ALL HAND-KERCHIEFS AND UMBRELLAS, ALL FANS AND PURSES

Each and every item in these lines cut in price to make them the most wonderful values Salt Lake has ever known.

### A SACRIFICE SALE OF Table Linens, Napkins Towels & Towelings.

Fringed Napkins in this sale, at each **1c**.

1000 Fringed and Hemmed Towels; in this sale, at each **3c**.

50 pieces all linen Roller Crash, 17 inches wide, and dice checked Napkin Crash; marked down from 10c to per yd. **6½c**.

12½c Turkish Bath Towels, 12½c Hemmed buck Towels, and 12½c fringed Marseilles Towels; all go in this sale at each **7c**.

20 dozen Towels of all kinds, value 10c and 15c; go in this sale at each **10c**.

3 lots of 25c and 30c Towels, Turkish, in either bleached or unbleached and extra size, hemmed linen huck Towels; all in this slaughter, each **16c**.

58-inch bleached Table Linen, value 35c; sale price **22c**.

20 pieces half bleached Table Linen 60 inch wide, regular price **33c**; go in this sale, per yd. **33c**.

65c Table Linens, cream and full bleached, 64 and up to 66 inches wide; in this sacrifice **46c**.

All of the finest John S. Brown Linens, all Richardson's Table Linens, all fine German Damasks, all Table Sets, the entire stock of fine Towels and Napkins marked down to figures almost ridiculous in order to make a clean sweep.

### CLEAN UP SALE Winter Underwear FOR WOMEN and CHILDREN

All qualities, all styles, all sizes must be closed out during this greatest of all Clean-up Sales, not a single item reserved, everything goes at wonderful reductions in this sale.

60 dozen Ladies' Outing Flannel skirts, best 75c value, the cleaning up sale price **42c**.

Women's gray Jersey ribbed Union Suits, good medium heavy fleeced quality, all sizes, 60c grade, clean-up sale price **39c**.

Women's extra fine pure white fleeced Vests and Pants, all sizes our best 60c quality the sale price each **43c**.

Women's fine lamb's wool Vests and Pants, flat weave, extra heavy quality, all sizes in natural gray with a few in fast red and white, the best \$1.25 underwear in the city, clean-up sale price **85c**.

Women's Harvard Union Suits, Jersey ribbed, cream heavy fleeced best \$1.35 g. ad, all sizes, clean-up sale price **99c**.

#### ALL CORSETS

Every style is included in this great cleaning sale all sold now at great reduction from manufacturers prices. None reserved.

48 dozen G. D. Corsets with Hose Supporters in white or drab, all sizes, a good \$1.25 value, on sale **69c** at once.

### RADICAL PRICE-CUTTING IN MILLINERY SECTION!

All Fall and Winter Millinery must leave our house. We determined not to carry Millinery over from one season to the next and we **WILL NOT.** If cutting prices will do it, all hats will move in this sale regardless of cost, profit or loss. **OUT THEY GO.**

### A CLEAN-UP SALE OF THE Entire Stock of Boys' Clothing and Gent's Furnishings

At prices that do not cover their original cost of manufacture. You'll be astonished at the enormous reduction. The money savings for you are immense. The opportunity is yours to buy, buy, buy. Buy Freely.

Boy's All Wool Imported Serge Suits Regular \$5.50 to \$9.50 sellers; will go at **3.75** per suit.

Young Men's Suits, Regular \$15.00 quality will go at per suit **8.75**.

Boy's and Young Men's Overcoats, regular \$8.50 to \$14.00 sellers, to close them out, will go at each **5.65**.

Dr. Wright's Sanitary Fleece-lined Underwear, regular price \$1.25 to \$1.50 per garment will go at **87c**.

Men's Golf and "All Over" Laundered Shirts, regular \$1.50 quality, will go at each **87c**.

Tourist and Tam-O'-Shanter Caps, regular 75c to \$1.00 sellers, will go at each **49c**.

Boy's All Wool Sweaters, sizes 16 to 22, regular \$1.00 quality, to close them out will go at each **57c**.

Men's all Wool Sweaters, regular \$2.50 sellers, will go at each **1.47**.

### The Most Radical Clearing Sale of Shoes Ever Held

Sharp mark-down and Great Reductions. Prices that will quickly find wearers for every shoe in our stock.

Little Gents' Calf Lace Shoes, sizes 8 to 13, worth \$1.40, will go at per pair **98c**.

Same shoes as above, sizes 1 to 2, worth \$1.50 at **1.10**.

Same shoes as above, sizes 2½ to 5½, worth \$1.75 at **1.29**.

Infant's Kid Shoes with Spring Heels, sizes 3 to 5, per pair **49c**.

Infants' Kid or Box Calf Shoes, sizes 2½ to 5, worth \$1.00, go at per pair **70c**.

Children's Kid Shoes, sizes 5½ to 8, worth \$1.00, at **65c**.

Children's Kid or Box Calf Shoes, light or heavy soles, sizes 8½ to 11, worth \$1.50, sale price **1.05**.

Same shoes as above for Misses, sizes 11½ to 2, worth \$1.75, sale price **1.29**.

Ladies' Kid Shoes, light soles and Cuban heels, worth \$2.00, special price, **1.48** per pair.

Rubbers for everybody at slaughtering prices. House Slippers for men, women and children, and Overgaiters and Leggings for women and children at nearly half off.

Every pair of footwear in the entire stock to be sold at slaughtering prices.

### CLEAN-UP SALE Children's Dresses and Infant's Wear

The clearing must be more decisive than ever before. Prices have been cut deeply, profits are entirely disregarded and most items are out away below cost.

15 dozen Infants' Outing Flannel Jackets, in Cream, Pink or Blue, best 35c cent value, clean-up sale price **19c**.

20 dozen Infants' extra quality Outing Flannel Skirts with Waist, best 35c grade, to be cleared **19c** out at once.

All Infant's Dresses, Skirts, Flannels, Jackets, etc. go at similar reductions and "Here's how we'll sell CHILDREN'S DRESSES:"

\$1.35 Children's Dresses, will be sold for **89c**.

\$1.60 Children's Dresses will be sold for **1.00**.

\$2.25 Children's Dresses will be sold for **1.49**.

\$3.25 Children's Dresses will be sold for **2.15**.

\$4.50 Children's Dresses will be sold for **2.95**.

\$6.50 Children's Dresses will be sold for **3.95**.

### ABSOLUTELY FINAL CLEARANCE OF Blankets, Comforters and Bed Spreads

The question of profit and previous prices are cutting absolutely no figure in this great Sale. THE ENTIRE STOCK MUST GO, NO MATTER HOW BIG THE LOSS.

75c and 85c Blankets—white, tan and gray, go in this sale **46c** per pair.

90c White Bed Spreads marked down in this sale to **58c**.

\$1.25 Comforters reduced in this sale to **79c**.

All \$1.75 Blankets and Comforters go in this sale at **98c**.

Knitted and quilted Comforters value \$2.00, reduced to **1.18**.

Hemmed and fringed white Bed Spreads—quilted and Knotted Comforters—the best \$2.25 sellers **1.29** go in this sale at **1.29**.

Quilts, Blankets and Comforters, value \$3.50 and \$4.00 go in this sale at **2.38**.

All \$7.50 fine Down Comforters in this sale **4.85**.

The most terrific reductions on all the fine white Blankets; on all the finest Bed Spreads; on all the better grades of cotton and silk Comforters in the Department.