

F. AUERBACH & BROS' JANUARY CLEARANCE SALE

CONTINUED WITH EVERYTHING AS ADVERTISED

SECOND WEEK BEGINS MONDAY, AND IT'S A WRECK OF PRICES! IT'S A CLEAN-UP AND A SWEEP OUT OF ALL WINTER MERCHANDISE!

Great and Greater, Piling Success upon Success, Forcing the Winter Goods out all over the Store, Putting the Glow of Enthusiasm into every Section of This Great Business—That's the Magic of the Very Name of the Auerbach Clearing Sale! It's first week has passed into history and it's marvelous opportunities will linger long in the minds of the thousands who seized them. Monday, we enter upon the Second Week of this tremendous land-slide of values—as every piece of Winter Merchandise in this Great Store is now booked to go. We do not stand on ceremony—we are simply determined that all shall be sold if one price don't sell it, a lower price will, that's the program for every day next week. Here are hints of extraordinary bargains—Many lots are too small to advertise and they are often the Greatest Bargains

Apron Gingham
In this slaughter, per yard—

4½c

Calicoes
In this slaughter, per yard—

3c

Monday Will Be Doomsday For Delinquents in Millinery!

EVERY HAT AND EVERY ARTICLE IN THE MILLINERY DEPARTMENT HAS BEEN VISITED BY THE "PRICE CUTTER" AND LEFT IN A PRECARIOUS CONDITION.

Orders are to move Hats quickly. SHARP, DECISIVE, EXTRAORDINARY CUTTING WAS DONE TO ACCOMPLISH IT.

It is an occasion that many shrewd women will appreciate. It is the one time of the year when OPPORTUNITY is spelled with Capital Letters.

Laces and Trim'ings

WE'VE CUT THE PRICES MERCILESSLY. Every item in the entire stock a Genuine Bargain.

ALL-OVER LACES FOR FANCY WAISTS.

30 pieces 18-inch wide heavy Venetian All-Over Laces in cream and white, excellent \$1.35 values, on sale at, a yard—

75c

SECOND WEEK OF THE
Great Clearing Sale of Silks and Dress Goods.

UNSPARING REDUCTION AGAIN CHANGES THE COMPLEXION OF EVERY PRICE HERE. THE ENTIRE STOCK SUFFERS THE SEVEREST CUT, ITS BEYOND ALL CONTROVERSY.

SALT LAKE'S MOST IMPORTANT BARGAIN SALE OF DRESS GOODS AND SILKS.

75c Black Taffeta Silk, 19 inches wide, fine quality. Continued sale price, **52c**

\$1.00 Black Beau de Soie extra fine quality. Continued sale price, **68c**

\$1.00 Colored Taffeta Silk in all colors, only during this continued sale price, **66c**

Big Reductions in our High Grade Guaranteed Money Back Silks. Money returned if not satisfactory.

ALL WOOL DRESS GOODS.

50 PIECES PLAIN AND FANCY ALL WOOL DRESS GOODS, consisting of Mohairs, Tweeds, Granites, Cheviots, fancy plaids, Mannish mixtures, etc., 38 to 40 inches, new, stylish, all wool Dress Goods, Regular 75c and 85c grades, YOUR CHOICE OF THE ENTIRE ASSORTMENT, (per yard) **42c**

ALL WOOL HENRIETTA

38 to 40 inches pure wool, fine Silk finish. Best quality Henrietta, a complete assortment of all colors, including evening shades. Regular \$1.00 grade. CLEARANCE SALE PRICE (per yard) **69c**

UP TO \$2.25 QUALITIES AT \$1.00 A YARD.

Consisting of all Wool Checked Panama, all Wool Cheviots, new box plaids, fine English suitings, including a new assortment of Gray Mixed Suitings, 46 to 56 inches wide, worth up to \$2.25 a yard. CLEARANCE SALE (per yard) **\$1.00**

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

Underwear and Hosiery!

SOME WONDERFUL EXAMPLES OF SPECIAL PRICE CUTTING for the second week of the great clearing sale. UNDERWEAR AND HOSIERY for Ladies and Children.

85 dozen Ladies' extra quality fine eiderdown fleeced jersey ribbed cream Vests and Pants, sizes 4 to 6, best 60c grade for the second week of this great January sale at **40c**

Ladies' fine jersey ribbed cream wool Vests and Pants, all sizes, best \$1.25 grade, the sale price each **75c**

Ladies' Harvard make best heavy fleeced jersey ribbed union suits, all sizes, the best \$1.35 grade is to be closed out this week at **99c**

Children's best quality of fast black wool Vests, in sizes 2 to 8, size 2 on **60c**

With a 7½c rise on each size.

Ladies' finest quality \$1.00 grade Cashmere Hose, all sizes, in medium or heavy weight, for this final clearing out of all winter goods, they are cut **69c**

Best wool school Stockings for Boys and Girls, a quality that will outwear all others, all sizes, cut from 60c to **40c**

Children's finest quality black wool Hose, with gray merino heels and toes, or all gray foot, unsurpassed for fineness of texture or durability, all sizes cut from 75c to **50c**

TO MAKE A CLEAN SWEEP.

Infants' and Children's Caps and Bonnets

Cut for the second week of the great January sale to prices away below the cost of manufacture, every Bonnet must be closed out, hence these wonderful Reductions.

CHILD'S SILK POKE BONNETS in all sizes and every desirable color.

Regular 90c grades closing out **50c**

Regular \$1.50 and \$1.65 grades, closing out **90c**

Our \$2.25 and \$2.50 grades to be closed out at **\$1.49**

All our \$3.00 Bonnets to be closed out at **\$1.75**

INFANTS' WALKING COATS.

Infants' cream white Bedford cord Coats, neatly trimmed and most excellently finished, a coat that sells regularly at \$2.25, each to be closed out at **\$1.29**

LADIES' SHOULDER SHAWLS.

Ladies' circular and square shawls, come in white, tinted or white with colored border, values ranging up to \$2.25, each, to be closed out at **99c**

SECOND WEEK OF THE GREAT CLEARANCE SALE OF
Flannels & Bedding

Another Hammering down of prices on everything in the Department. Making this an opportunity that is a boon to everybody interested in saving a dollar—we are clearing out at any cost. It is not a question of Prices, but of moving the stock. This you can see from the quotations:

WHITE SHAKER FLANNEL.

Reduced from 64 3½c

Reduced from 7½ 4½c

Reduced from 10 6½c

Reduced from 15 8½c

WHITE WOOL FLANNELS.

Usual price 22½ 12½c

Usual price 35c 24c

Usual price 50c 33½c

Usual price 70c 48c

Usual price 75c 55c

OUTING FLANNELS.

Cut from 7½c to 4½c

Cut from 10c to 7c

Cut from 12½c to 7½c

Cut from 15c to 8½c

WOOL EIDERDOWN.

Value 30c, go, 15c

Value 60c, go, 30c

SCOTCH FLANNELS.

Worth 30c, sale 21c

Worth 40c, sale 28c

ALL FRENCH WAISTINGS.

Formerly sold at 60c, go at 38c

Formerly sold at 75c, go at 48c

Formerly sold at 1.00, go at 59c

CANTON FLANNELS.

Marked down from 7½c to a yard 4½c

Marked down from 10c to a yard 6½c

Marked down from 16 2½c to a yard 10½c

FLEECED FLANNELS.

Worth 12½c, sacrificed at 7½c

Worth 15c, sacrificed at 8½c

BLANKETS.

All \$3.25 Blankets, at \$2.24

All \$3.50 Blankets, at \$2.38

All \$3.50 Blankets, at \$3.45

All \$3.50 Blankets, at \$4.60

COMFORTERS.

Value \$1.75 in 98c

Value \$2.00 in \$1.18

Value \$2.25 in \$1.29

Value \$2.50 in \$1.58

Value \$3.25 in \$2.20

Pillow Tubing.

50 inches wide, value 25c, in this Sale, per yard—

15c

WHITE INDIA LINON

regular Price 35c, in this Slaughter, per yard—

19c

The White Goods Clean-Up Sale

TAKES A FRESH START MONDAY. MORE OF THOSE WONDERFUL MONEY-SAVING BARGAINS WHICH HAVE MADE THE HEARTS OF SO MANY WOMEN GLAD LAST WEEK. Another week of White Goods chances that command response. ALL LAUNDS, DIMITIES, LAIN-SOOKS, LONG-CLOTHS ARE REDUCED TO PRICES WHICH DO NOT COVER COST OF RAW MATERIAL. ARE YOU RECEIVING YOUR SHARE OF THE OFFERED BENEFITS IN THIS SALE?



SECOND WEEK OF THE GREAT CLEARING SALE IN OUR CLOAK AND SUIT SECTION!

TREMENDOUS REDUCTIONS! UNPRECEDENTED BARGAINS! The Second Week We Are Determined shall be Better Than the First—and IT Was the Biggest We Ever Had. Every Garment in the Vast Stock Has Been Ruthlessly Reduced in Price For Next Week.

SUITS that were \$10.00 are now marked **4.95**
SUITS that were \$15.00 are now marked **7.50**
SUITS that were \$18.00 are now marked **9.00**
SUITS that were \$25.00 are now marked **12.50**
SUITS that were \$30.00 are now marked **15.00**
SUITS that were \$37.50 are now marked **18.75**
SUITS that were \$45.00 are now marked **22.50**
SUITS that were \$50.00 are now marked **25.00**
SUITS that were \$65.00 are now marked **32.00**
ALTERATIONS FREE OF CHARGE.

LADIES' AND MISSES COATS.
three-quarter length, plain or fancy mixtures values up to \$12.50, reduced to **5.00**
AN IMMENSE COLLECTION OF LADIES' AND MISSES' COATS.
\$15.00 and \$16.50 values, reduced to **8.00**
WOMEN'S THREE-QUARTER LENGTH COATS OF KERSEY, FANCY MIXTURES AND NOVELTIES.
worth to \$22.50, reduced to **12.00**
HIGH CLASS NOVELTY COATS.
LOOSE or EMPIRE STYLE, 48 inches long our \$27.50 grade, reduced to **15.50**
ALL EVENING COATS AND WRAPS.
the cheapest \$40.00 and up to \$75.00, reduced to **25.00**

SKIRTS that were \$2.25 are now marked **1.45**
SKIRTS that were \$3.75 are now marked **2.25**
SKIRTS that were \$4.50 are now marked **3.00**
SKIRTS that were \$5.50 are now marked **3.75**
SKIRTS that were \$6.50 are now marked **4.25**
SKIRTS that were \$8.75 are now marked **5.00**
SKIRTS that were \$10.00 are now marked **6.50**
SKIRTS that were \$12.00 are now marked **7.75**
SKIRTS that were \$15.00 are now marked **10.00**

LADIES' WHITE SUITING AND FLANNEL WAISTS.
BROKEN LOTS and broken sizes, our \$1.50 kind for **75c**
FLEECED FLANNELLETTE DRESSING SACKS.
dark colors only, all sizes, our 75c grade for **35c**
BLACK SATEN PETTICOATS.
large flaring bouce, (elite make) our \$2.00 kind for **1.15**
SHORT KIMONAS OF FLEECED FLANNELLETTE.
pretty oriental designs, worth \$1.25, clearing price **55c**
BATH ROBES OF FINE ALL WOOL EIDERDOWN in Red, Pale Blue and Gray.
our \$4.50 grade for **2.90**
SPECIAL PRICES ON ALL FURS.

SECOND WEEK OF THE GREAT CLEARANCE SALE OF LINENS, DRAPERIES, BEDSPREADS, BED SHEETINGS AND DOMESTICS. FIERCE REDUCTIONS—THE VERY LIFE CUT OUT OF PRICES. THE PRICE DESTROYER HAS BLASTED ALL PROFITS—AND MONDAY STARTS THE SECOND WEEK OF A SALE THE LIKE OF WHICH HAS NO PEERS.

35c TABLE LINENS.
REDUCED TO PER YARD **22c**
50c TABLE LINENS.
REDUCED TO PER YARD **33c**
60c TABLE LINENS.
REDUCED TO PER YARD **39c**
65c TABLE LINENS.
REDUCED TO PER YARD **46c**
90c TABLE LINENS.
REDUCED TO PER YARD **67c**
\$1.25 TABLE LINENS.
REDUCED TO PER YARD **84c**

5c TOWELS REDUCED.
to, each **3c**
6½c TOWELS REDUCED.
to, each **4c**
12½c TOWELS REDUCED.
to, each **7c**
18 1-3c TOWELS REDUCED.
to, each **10c**
20c TOWELS REDUCED.
to, each **11c**
22½c TOWELS REDUCED.
to, each **14c**
25c TOWELS REDUCED.
to, each **16c**

10c LINEN TOWELING.
reduced to, per yard **6c**
12½c GLASS TOWELING.
reduced to, per yard **7½c**
15c TWILLED TOWELING.
reduced to, per yard **10c**
25c HUCK TOWELING.
reduced to, per yard **17c**
\$1.35 Table Covers.
Reduced to, each **89c**
\$1.75 Table Covers.
Reduced to, each **\$1.10**
\$1.55 Table Covers.
Reduced to, each **\$1.21**
\$2.00 Table Covers.
Reduced to, each **\$1.46**

15c PILLOW CASES.
Reduced to, each **9½c**
16 2-3c PILLOW CASES.
Reduced to, each **11c**
22½c PILLOW CASES.
Reduced to, each **14c**
75c BED SHEETS.
Reduced to, each **55c**
80c BED SHEETS.
Reduced to, each **58c**
90c BED SHEETS.
Reduced to, each **68c**

Ladies' Handkerch'fs!

Two Thousand Swiss Embroidered Handkerchiefs, used for Window display during holidays decoration. Many of them worth up to 35c, none worth less than 20c, go on Sale this week at (each)—

12½c

All other Handkerchiefs from the cheapest to the highest at greatest Reductions for the 2nd week of the January Clearing Sale.

Second Week of the Great Clearing Sale of Boys' Clothing And Gents' Furnishings!

A Still Further Sacrifice in Prices. Deep Slashing Cuts in Order to Reduce Stock. Slashing Prices to Pieces to Gain Room For Stocks.

BOYS' ALL WOOL SUITS.
sizes 3 to 5 years, regular \$3.50 quality, will go at **\$1.39**
50 RUSSIAN BLOUSE SUITS.
Regular price \$7.00, while they last, will go at **\$3.35**
YOUNG MEN'S SUITS.
mixed cheviots sizes 14 to 20, regular prices \$5.00, will go at **\$3.65**

YOUTH'S OVERCOATS.
all sizes, regular price \$10.00, will go at **\$5.65**
BOYS' FELT HATS.
regular price 85c, will go at **45c**
ARROW BRAND COLLARS.
boys' and men's, regular, price 15c, will go at **10c**
PAJAMAS OF EXTRA HEAVY OUTFIT FLANNEL.
regular price \$1.50, will go at **87c**

DRESS GLOVES. made by "L. Meyers & Sons," will go: \$2.00 quality at **\$1.50**
\$1.75 quality at **\$1.40**
\$1.50 quality at **\$1.20**
\$1.25 quality at **\$1.00**
INITIALED WHITE SILK HANDKERCHIEFS. will go: \$1.00 quality at **80c**
75c quality at **60c**
50c quality at **40c**

SHOES! Second Week of the Big Compulsory Sale of **SHOES!**

ANOTHER WEEK OF TERROR FOR IF YOU DID NOT COME LAST WEEK, YOU PERHAPS THOUGHT THE CHANCE HERE ARE THE ITEMS, THEY TELL THEIR OWN STORY OF BARGAIN IMPORTANCE:

Infants' Shoes (sizes 3 to 5) at (per pair) 49c
Children's Shoes (sizes 5½ to 8) at (per pair) 65c
Little Boys' school Shoes (6 to 12½) at (per pair) 98c
Misses' Shoes (size 11½ to 2) at (per pair) \$1.29
Any crocheted slipper in the house at (per pair) 49c
Ladies' \$5.00 Shoes at (per pair) \$2.75
Boys' calf Shoes (sizes 2½ to 5½) at (per pair) 1.29

Youth's Seamless Shoes (sizes 1 to 2) at (per pair) \$1.35
THE GREATEST RUBBER OFFER EVER MADE.
Infants' storm Rubbers (sizes 4 to 8) at (per pair) 30c
Child's storm Rubbers (size 8½ to 9½) at (per pair) 35c
Misses' storm Rubbers (sizes 11 to 2) at (per pair) 40c
Ladies' 90c Rubbers (2½ to 5) at (per pair) 45c
Ladies' 75c Rubbers (2½ to 5) at (per pair) 50c

Ladies' rolled edge Rubbers (2 ½ to 8) at (per pair) 55c
Youth's rolled edge Rubbers (11 to 2) at (per pair) 55c
Boys' rolled edge Rubbers (4½ to 6) at (per pair) 65c
Youth's Rubbers, sizes 11 to 2, at (per pair) 45c
Boys' Rubbers, sizes 2½ to 6, at (per pair) 48c
Men's best grade Rubbers at (per pair) 80c

Seer Suckers!
Value 15c, in this Slaughter, per yard—

8½c