

# A MONSTER PRICE-WRECKING CLEARING SALE

## AUERBACH'S

### Monster Price-Wrecking CLEARING SALE

#### Commences Monday morning, Jan'y 6th At 9 a.m.

A Startling Price-Break on all winter goods—prices that will sell the goods, is the watchword at "AUERBACH'S." Phenominal values await you.

Now comes the sale that means savings of Thousands of Dollars to Utah People  
Now come the prices, less than cost of production.

For years we have successfully exploited this monster stroke of selling. Thousands wait for this event, Tens of thousands profit by the wonderful offerings. In all the length and breadth of this inter-mountain section there is not another such sale.

The Entire Winter Stocks go at prices that'll amaze and astonish. Prices that'll stamp this pre-eminently the bargain event of the hour. Price-cuts on everything. It's a revolution in prices and the radical underpricing in every department demonstrates conclusively the purpose of the occasion. Never was a more legitimate clearing campaign waged in this city. Never were saving opportunities on merchandise of merit, fashion and reliances so liberally presented. Scores of extra salespeople to wait on you. We'll need them, for never have such bargains been offered as those mentioned below:

#### IT'S A MONSTER PRICE-WRECKING CLEARING SALE OF

### Silks and Dress Goods.

The Greatest Clearing ever heard of—lowest prices—can't help it, though; better stand the loss now than be handicapped for want of room when the season opens. Entirely too big a stock and it must go at once. These prices will do the work:

50 pieces 20-  
in. Japanese  
Silk; all colors;  
clearing price,  
a yard—  
**22c**

36-inch black  
imported Taff-  
eta Silk; val-  
ues \$2.00 a yard;  
clearing price,  
a yard—  
**\$1.29**

Fancy Silks  
for Suits, Skirts  
or Waists; val-  
ues up to \$1.00  
a yard; clear-  
ing price, a  
yard—  
**59c**

24-inch Black  
Bau Co. Silk;  
Silk; pure dye-  
value \$1.40 a  
yard; clear-  
ing price, a  
yard—  
**89c**

1,000 yards  
White Soft  
China Silk; 27  
in. wide; value  
60c a yd.  
clearing price,  
a yard—  
**34c**

Entire Stock of  
Satin and Black  
Satin; clearing  
price, a yard—  
**21c**

#### UNPARALLELED PRICE-REDUCTIONS ON ALL

### Linings

and there will be considerable doing in the Lining Dept. during this sale. It's a Lining Sale, that presents values incomparable—priced below cost. For instance: 26-inch Extra Quality Soft Finish Mercerized Satin; value 55c a yard—

Clearing Price 21c yard

#### PRICE WRECKING CLEARING SALE OF ALL

### Ribbons

This clearing sale brings the most exceptional bargains you ever heard of, tremendous stock of ribbons to be closed out during this sale, all at Sure-to-Move Price Reductions. Special sale lots at a yard—

35c, 25c, 15c, 10c and 5c

Every yard in these lots worth more than double the price named.

THE VALUE ON ALL THE FINE LINENS ARE CORRESPONDINGLY GREAT.

#### A Monster Price-Wrecking Clearance Sale of

### All Gloves & Mittens

Clearing sale values that the money saving inclined surely can't ignore.

Ladies' and children's heavy Wool Mittens, 15c grades on sale at—  
20c grades on sale—  
Ladies' and children's Golf Gloves, all our excellent 35c grades, cut for this clearing—  
The best 40c and 50c qualities, greatest variety to choose from in this clearing sale—  
Long Kid Gloves, finest French quality, all sizes and colors, the glove that's recognized the very best \$2.50 value, 12 button length, in this clearing sale—  
Long Kid Gloves, 16 button length, finest French Kid, all sizes and colors, best \$4.00 grade, clearing sale—  
AND SIMILAR SALE PRICES THROUGHOUT THE ENTIRE STOCK. EVERYTHING MUST GO. NOTHING RESERVED.

150 pieces plain and fancy Dress Goods; values up to 50c a yard; Clearing Price, a yard—  
**26c**

150 pieces plain and fancy Dress Goods; values up to \$1.25 a yard; Clearing Price, a yard—  
**39c**

250 pieces plain and fancy Dress Goods; values up to \$1.25 a yard; Clearing Price, a yard—  
**62c**

250 pieces plain and fancy Dress Goods; values up to \$1.25 a yard; Clearing Price, a yard—  
**78c**

250 pieces plain and fancy Dress Goods; values up to \$1.25 a yard; Clearing Price, a yard—  
**93c**

250 pieces plain and fancy Dress Goods; values up to \$1.25 a yard; Clearing Price, a yard—  
**93c**

#### It's a Monster Price-Wrecking sale of

### Flannels

Decisive Reduction on the entire Stock for a Speedy Clearance

It's the mightiest of all Salt Lake's money-saving clearing sales. Here's a sale that will bring a stampede of buyers. Read the price reductions, they tell the story of our losses and your savings. Thousands of yards of Cutting Flannel, in light and dark colorings, in this sale, per

yard—  
**4c**

3,000 yards cream Shaker Flannel, value 6 cents, in this sale, per

yard—  
**4c**

All the good 12 1/2c Fleece Flannel, in Kimono and Waist patterns, and 10 cent Cutting Flannels, 40 in this sale, per yard—  
**7c**

All the 15c Fleece Flannels, Cutting Flannels worth 12 1/2 cents, in this sale, per

yard—  
**8c**

The regular 16 1/2c Bleached and Unbleached Shaker Flannels, 40 in this sale, per

yard—  
**10c**

20 cents Velour Flannels for Bath Robes and House Gowns, and the best double width Avonite Fleece Kimono Flannels, all go

in this sale, per yard—  
**11c**

20 cent Cotton Battis, 25 cents in this sale, per

yard—  
**12c**

White Wool Flannel, worth 25 cents in this sale, per

yard—  
**14c**

#### ESTABLISHED 1864

## F. Auerbach & Bro.

### ONE PRICE TO ALL NEVER UNDERSOLD

#### A MONSTER PRICE-WRECKING CLEARANCE SALE OF

### Women's Coats, Tailored Suits, Walking Skirts, Waists and Furs

Every Winter Garment priced considerably below cost. It's a Sale that means a loss of thousands of dollars to us, but to you unprecedented opportunity for gain. It's our aim to dispose of the entire stock immediately, and losses are given no consideration. Startling values without a parallel await you.

#### NOTE THE SUIT REDUCTIONS.

Suits that were \$15.00, in this sale—  
**\$6.95**  
Suits that were \$17.00, in this sale—  
**\$8.39**  
Suits that were \$20.00, in this sale—  
**\$9.95**  
Suits that were \$24.00, in this sale—  
**\$15.48**

#### NOTE THE COAT REDUCTIONS.

Coats that were \$7.50, in this sale—  
**\$3.95**  
Coats that were \$10.00, in this sale—  
**\$5.55**  
Coats that were \$24.00, in this sale—  
**\$14.95**  
Coats that were \$32.00, in this sale—  
**\$17.95**

#### NOTE THE SKIRT REDUCTIONS.

Skirts that were \$3.50, in this sale—  
**\$1.88**  
Skirts that were \$5.50, in this sale—  
**\$3.69**  
Skirts that were \$8.75, in this sale—  
**\$4.73**  
Skirts that were \$10.75, in this sale—  
**\$6.79**

#### NOTE THE FUR REDUCTIONS.

Furs that were \$19.00, in this sale—  
**\$4.77**  
Furs that were \$15.00, in this sale—  
**\$6.98**

#### NOTE THE CHILDREN'S COAT REDUCTIONS.

Children's Zibeline Coats that were \$2.50, in this sale—  
**\$1.59**  
Children's Bearskin Coats that were \$4.00 in this sale—  
**\$1.95**  
Children's Caracul and Crushed Push coats that were \$5.50, in this sale—  
**\$2.95**  
Children's Caracul and Fancy Cloaking Coats that were \$7.00, in this sale—  
**\$3.95**

#### NOTE THE PETTICOAT REDUCTIONS.

Silk Petticoats that were \$7.50, (colors only) in this sale—  
**\$4.63**  
Nearsilk Petticoats that were 90c, in this sale—  
**59c**  
Sateen Petticoats that were \$2.00, in this sale—  
**\$1.09**

#### THE WHOLE White Goods Dept. Now one mass of Bargains.

Prices cut on everything. Just an item to illustrate the economy offered in this sale:

35c White India Linons.  
35c White Victoria Lawns.  
35c White Dimities.  
35c Soft Nainsooks.  
All go in this sale—  
**At a yard 19c**

#### Millinery Almost Given Away in this monster Price-Wrecking Clearing Sale.

A determined effort will be made to make a COMPLETE SWEEP OUT. None to be carried over.

#### All Domestic and Staple Cotton Goods The Bread and Butter of Merchandise GO AT A LOSS IN THIS PRICE-WRECKING CLEARING SALE.

The Sale Prices will make quick work of the stock—the savings will put words of praise for F. Auerbach & Bro. into the mouth of every purchaser. Here's just an idea of the money-saving opportunities in APRON GINGHAMS in this sale, a yard—  
**4c**  
1-1/2c BLEACHED MUS- LIN, in this sale, a yard—  
**4 1/2c**

#### A Monster Price-Wrecking Clearing Sale of UNDERWEAR AND HOSIERY For Ladies and Children

The sale you've been waiting for. It's to be the greatest clearing of all Underwear and Hosiery, prices can do it and here are the prices. Children's heavy fleeced fine ribbed natural gray vests and pants, extra good quality; sizes 15 and 18; worth 20c each; clearing—  
**10c**

Sizes 20, 22 and 24, worth 15c each, clearing sale price—  
**13c**

Sizes 26 and 28; worth 30c each; clearing sale—  
**20c**

Sizes 30, 32 and 34, worth 25c each, clearing sale price—  
**25c**

Children's Cotton fleeced Union Suits, small sizes only, 35c and 40c grades, clearing sale—  
**15c**

Ladies' pure white fleeced Jersey ribbed Union Suits; all sizes; best 75c grade; the clearing—  
**43c**

Ladies' heavy fleeced Jersey ribbed Vests and Pants in cream or natural gray; small sizes only; up to 40c values; to clear—  
**15c**

Children's heavy fleeced fast black Cotton Hose; all sizes; 17 1/2c grade; clearing sale—  
**10c**

Children's ribbed Wool Hose, best 35c grade; all sizes; in the 19c clearing sale at—  
**19c**

Ladies' best 10c grade full regular made heavy fleeced Cotton Hose, the clearing sale—  
**25c**

Ladies' fine Cashmere Wool Hosiery, all sizes of the best 50c grade; the clearing sale—  
**35c**

#### It's a Monster Price-Wrecking Clearing Sale of BOYS' CLOTHING AND GENT'S FURNISHINGS

Prices ripped and slashed all over the department. No profit expected. The stocks must go. We voluntarily shoulder losses that make prices that'll make selling sure.

25c Men's Cashmere and Cotton Half Hose, in this sale—  
**12 1/2c**

25c Gent's Cashmere Half Hose, in this sale—  
**19c**

25c Neckwear, in this sale—  
**19c**

50c Neckwear, in this sale—  
**39c**

50c Boys' Underwear, in this sale—  
**39c**

75c Boys' Caps, in this sale—  
**43c**

75c Men's Work Shirts, in this sale—  
**43c**

1.00 Boys' Pants, in this sale—  
**49c**

1.50 to 2.00 Men's Wool Under wear, in this sale—  
**98c**

1.50 Men's Heavy Flannel Work Shirts, in this sale—  
**98c**

#### IT'S A MONSTER PRICE-WRECKING CLEARING SALE OF

### Blankets, Comforters, Bedspreads, Bed Sheetings, Sheets and Pillow Cases

It's a Ruthless Wreck of prices and values. Cost has been thrown to the "isle of forgetfulness" in the price fixing, as you will see by the items that follow:

15c Pillow Cases, in this sale each—  
**9 1/2c**

25c Pillow Cases, in this sale, each—  
**16c**

30c Bed Sheetings for single beds in this sale, per yard—  
**21c**

45c Bed Sheetings for double beds in this sale, per yard—  
**31c**

75c Ready Made Sheets, in this sale, each—  
**47c**

75c Blankets, white, gray and tan, 60, per pair—  
**47c**

1.25 Comforters, go in this sale, each—  
**79c**

1.25 White Bed Spreads, go in this sale, each—  
**79c**

1.50 Comforters, go in this sale, each—  
**88c**

1.75 Blankets, in this sale, a pair—  
**98c**

2.00 White Bed Spreads, go at each—  
**\$1.19**

2.00 Blankets, white and colored, reduced to—  
**\$1.19**

3.00 White Marseilles Spreads, go at each—  
**\$1.68**

All \$3.00 Comforters go at—  
**\$1.89**

4.00 Blankets, white and colored, at a pair—  
**\$2.30**

All \$6.00 Blankets at a pair—  
**\$3.40**

All \$7.50 Blankets at a pair—  
**\$4.60**

12.00 White all Wool Blankets, go, per pair—  
**7.40**

Everything Marked Down in the Drapery Department No Half-way Measures

It's a sacrifice of Curtains and Portiers values never before equalled—a striking instance of the way the sale affects prices is contained in this offering:

All \$3.00 Curtains and Madras Curtains in this sale, per pair—  
**\$1.39**

All \$9.00 Irish Point and Brussels Net Curtains, in this sale, per pair—  
**\$4.88**

Price-Wrecking Clearing Sale of

CORSETS

Here as in every other section the clearing is to be absolute. Corsets of all kinds in the best styles and most desirable shapes will be offered in this clearing sale, at prices away below manufacturers' standard prices—  
**At 49c a pair**

Ladies' short or long model corsets, perfect fitting shapes in all sizes, white or black, the best 75c odds and ends, worth up to \$2.50 a pair, only a few sizes—  
**49c**

#### A Monster Price-Wrecking Clearing Sale of ALL LADIES' BELTS AND NECKWEAR

WE ARE DETERMINED TO MAKE A QUICK AND COMPLETE CLEARANCE AND HAVE SPARED NO PRICE REDUCTIONS TO ACCOMPLISH OUR PURPOSE.

20c to 25c Turn Over Collars, big variety to choose from, the clearing sale price, each—  
**8c**

Ladies' Pretty Block Collars in great variety of hobby 35c and 40c values, clearing sale price—  
**19c**

Ladies' beautiful Neckwear, Novelties in great variety of styles, 55c and 60c grade, the clearing sale price—  
**39c**

All our Ladies' 35c and 40c Belts in this clearing sale at—  
**19c**

Belts that sold up to \$1.00, including silk, kid or elastic styles, the clearing sale price any one you choose of—  
**40c**

ALL FEATHER BOAS AND THERE'S A MAGNIFICENT LINE TO CHOOSE FROM AT JUST ONE-HALF REGULAR PRICES.