

More AND Greater Reductions FOR THE Second Week of

THIS IS FOR YOUR EYES TO READ

AUERBACH'S MAMMOTH CLEARING SALE

WITH PRICES WRECKED ALL OVER THE HOUSE

It Continues Monday Morning

WITH MORE ENERGY AND VIGOR

This Bargain Event Has Blazed a Trail through the tangled mazes of competition to the homes of all people

Sale Bargains that are Bargains—the whole town astounded—competition amazed.

If last week, the FIRST OF THE MAMMOTH CLEARING SALE, WAS A HOT ONE, next week will be A MUCH HOTTER ONE, for we are determined to wind up this sale in a perfect blaze of glory

Every day next week we will crowd this store with the most magnificent bargains of the entire sale—Every gap made by this week's heavy selling will be filled in and fortified by more attractive values than heretofore. SUMMER GOODS ARE NOW ALMOST GIVEN AWAY. DEEPER AND DEEPER HAS THE RUTHLESS KNIFE OF REDUCTION BEEN SUNK into the very vitals of prices, and the crowds grow greater in proportion to the great values. The prices named for next week do not, in the majority of cases, begin to cover the cost of production.

CHILDREN'S DRESSES

THE MOST DECISIVE PRICE-CUTTING THAT WE EVER DID. STYLES AT ABOUT ONE-HALF THEIR ACTUAL VALUE.

GIRLS' PETER THOMPSON DRESSES, made of fast-colored striped madras cloth, trimmed in rows of white bias piping, and plain material to match, with embroidered anchor on yoke, sizes for girls 6 to 14 years, the sale price **\$1.00**

GIRLS' DRESS OF BEST ZEPHYR GINGHAM, in neat small plaids and checks, trimmed in plain material to match, and small pearl buttons, with patent leather belt, comes in all sizes for girls 6 to 14 years, nobly \$2.00 dress, for the second week of this great **\$1.60**

GIRLS' DRESSES, in a variety of excellent styles, the materials are fast-colored chambray or quite small checked zephyr gingham, all beautifully trimmed in embroidery and tucks. Dresses that should sell at \$2.50, comes in sizes 6 to 14, the sale price **\$1.25**

CHILD'S DRESSES of fast-colored fine quality plain chambray, comes in dark pink or blue, to button on the side, sizes 2 to 4 years, a very neat, little dress, trimmed in wash braid, on sale **50c**

Muslin Underwear

FOR LADIES' AND CHILDREN

The greatest values we have ever offered from magnificent attractions for the second week of the mammoth clearing sale, several nobly styles to choose from, are lace or embroidery trimmed, values that should sell for \$1.50 each, **75c**

LADIES' SKIRTS of finest cambric or Nainsook, magnificently trimmed, values that should sell at \$1.00 each, go this **\$1.95**

CORSET COVERS—A great variety of beautiful styles, materials and trimmings of best high grade quality all sizes, values that should sell for 90c each, the **50c**

NIGHT GOWNS—A number of splendid \$2.00 gowns of best material, trimmed in a number of different styles, all finished as you would have them, the best—go in this sale **\$1.15**

CHILDREN'S DRAWERS of best muslin with deep hemstitched cambric or ruffle trimmed in embroidery, size 6 to 12, to fit girls up to 5 years, best 25c grade, the sale price **15c**

HOSIERY

FOR LADIES' AND CHILDREN

THE MOST SENSATIONAL SALE VALUES EVER ANNOUNCED, AND SAME REDUCTIONS THROUGHOUT THE ENTIRE STOCK.

LADIES' \$2.00 GRADE PURE SILK HOSE with Lisle thread soles or all silk, a very superior quality that's sure to give the very best satisfaction in wear, come in all sizes, the price for the second week of this clearing **\$1.35**

LADIES' BEST 75c GRADES in lace or plain lisle or Maco cotton hose, in fast black or tan, plain or embroidered in colors. Here's an unusually great variety of elegant styles in the best 75c grade. All on sale at **50c**

CHILDREN'S FINE RIBBED EXTRA GOOD QUALITY WHITE MACO COTTON HOSE, the best 25c grade, all sizes, in this **16c**

CHILDREN'S BEST 17½c GRADE fine ribbed fast black cotton hose, with double heels, toes, soles and knees, all sizes in this sale **10c**

Sweeping Reductions Throughout the Entire Stock OF SILKS

Make this second week of the Mammoth Clearance Sale a matter of vital interest to every silk buyer. Only a few of the bargains can be mentioned in this limited space these are typical.

50c QUALITY WASH SILKS in pretty checks and stripes to clean up in the continued Mammoth Sale **25c**

65c and 75c QUALITY OF CHANGEABLE AND FANCY TAFFETAS in stripes and checks, to clean up in Continued Mammoth Sale **39c**

85c to \$1.25 QUALITY OF FANCY LOUISINES AND TAFFETAS from a waist pattern to a dress length, odds and ends to clean up in the continued Mammoth Sale **59c**

\$1.20 QUALITY COLORED TAFFETA SILK the good kind, if you need a dress, petticoat, waist, or lining, get it now and early before your needed color is gone. Positively this week only during the continued Mammoth Sale, per yard **59c**

85c QUALITY BLACK PEAU DE SOIE, 19 in. wide, soft and lustrous big value, to clean up, continued Mammoth Sale **55c**

\$1.60 QUALITY BLACK TAFFETA SILK, 27 in. wide and lustrous quality, to clean up in continued Mammoth Sale **69c**

\$1.35 QUALITY BLACK TAFFETA, TA chiffon finish high lustre, to clean up in continued Mammoth Sale **88c**

A Wave of Reduction Has Swept Over the Domestic Dept.

In sheer desperation to unload the immense flock of BED SHEETING, READY MADE SHEETS AND PILLOW CASES, BED SPREADS AND FLANNELS.

We'll make still greater reductions this week.

IN ALL OUR HISTORY OF LOW PRICING THIS IS THE CLIMAX.

Reductions without precedent or parallel. The space and time are too limited to give prices.

IT'S A DOWN RIGHT SLAUGHTER.

THE SECOND WEEK OF THE SHOE CLEARANCE

Brought to the foreground the greatest values of the year. Prices that's brought thousands of women to this department last week, cuts and cuts again. You should inspect this immense stock.

Children's Brown or Black Oxfords, sizes 5½ to 11, worth \$1.10, at (per pair) **\$1.35**

Little Girls' Extra Good Tan Calf Shoes—the best shoe for hard wear, sizes ½ to 1½, worth \$2.00, at (per pair) **\$1.95**

Men's or Big Boys' Tan Shoes or Oxfords—our regular \$3.00 grade, sizes 2½ to 11—go, while they last at (per pair) **\$1.79**

Boys' Black Vel Kid Shoes, sizes 2½ to 7, worth \$3.00, at (per pair) **\$1.65**

Young Ladies' Low Heel Oxfords in Brown or Black, sizes 2 to 6, worth \$2.75, go this week at (per pair) **\$1.00**

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

Second Week of Clearing Sale of Women's Ready-to-Wear Garments!

Reductions More Prominent Than Ever! It means a complete clearance of all remaining garments.

They go now for less than cost of materials. Here are a few of the many never before unheard of Bargains to be had next week. Nothing like them ever before

\$15.00 WOMEN'S WALKING SUITS, reduced to \$2.00 last week, now **15.75**

\$3.00 LAIN SHIRT WAIST SUITS, were in the \$1.75 assortment last week, now **98c**

\$5.00 WHITE LAIN SHIRT WAIST SUITS, from the \$3.25 lot to the **2.45**

\$20.00 SILK SHIRT WAIST SUITS, last week priced \$10.00, now **\$7.75**

\$30.00 SILK ETON JACKET SUITS, last week marked \$17.50, now in lot marked **19.75**

\$8.75 and \$10.00 LADIES' JACKETS, of all white Linen, 27 inches long, all in one lot, now **\$4.45**

\$15.00 TAFFETA SILK COATS, 39 inches long, in \$10.95 lot last week, now **\$9.00**

\$2.00 WHITE UNION LINEN SKIRTS, marked \$1.25 last week, now in a lot marked **95c**

\$10.00 FANCY PLAID WALKING SKIRTS, last week reduced to \$5.95, now **\$4.95**

75c SHORT KIMONAS of fancy dimity, lawn, transferred from a 50c lot to a **35c**

\$2.75 LONG KIMONAS of Silk finished crepe, Oriental designs, \$1.75 last week, now **\$1.50**

\$8.50 TAFFETA SILK PETTICOATS, colors and black, with the \$5.50 assortment last week, now **\$4.95**

Hurry Call for Clearance Makes a New Record in Price Slashing of Wash Goods & White Goods

STILL GREATER REDUCTIONS ON ALL THE FINEST WASH TEXTILES, LOTS THAT DID NOT MOVE AT THE PRICE THEY WERE MARKED LAST WEEK WILL BE CUT AGAIN. IT'S A CLEAN UP AND A SWEEP OUT OF THE ENTIRE STOCK. EVERY PIECE IS NOW BOOKED TO GO, IF ONE PRICE WON'T SELL IT A LOWER PRICE WILL. WASH GOODS MUST GO, NO MATTER WHAT THEY BRING.

All 8-12c colored wash Lawns, in this slaughter, per yard **3c**

All 10c Batiste Lawns marked down to, per yard **4c**

All 12½c Printed Jacquard Lawns cut in this sale, to per yard **5c**

The 15c organdies, all light shades and black, cut to, per yard **6c**

The 15c Melange Voiles, for Lake Suits, in this sale, per yard **6c**

All 14 2-3c Crystal Lawns and 20c wash Voiles in this slaughter, per yard **8c**

All 25c Silk Mulls, all Paris Batiste Lawns and printed Swisses, all Homegrown Suitings for mountain wear, go in this sale, per yard **10c**

All 30c Embroidered dotted, Silk Mulls, wash Serges, Tissues and black Satin striped striped Lawns in this slaughter, per yard **14c**

The 25c Taffeta Checks, this week, per yard **17c**

The 50c Silk Organdies, in this slaughter **19c**

All 65c Wash Goods Novelties, slaughtered at a yard **29c**

All 75c French Novelties, marked down to **39c**

\$1.25 Embroidered English Novelties at less than half, (per yard) **69c**

REDUCTIONS ON ALL WHITE INDIA LINONS, Worth 10c, in this sale, per yard **6½c**

Worth 11c, in this sale, per yard **7½c**

Worth 12c, in this sale, per yard **8½c**

Worth 13c, in this sale, per yard **9½c**

Worth 14c, in this sale, per yard **10½c**

Worth 15c, in this sale, per yard **11½c**

Worth 16c, in this sale, per yard **12½c**

Worth 17c, in this sale, per yard **13½c**

Worth 18c, in this sale, per yard **14½c**

REDUCTIONS ON ALL BLACK INDIA LINONS, Value 10c, in this sale, per yard **6½c**

Value 12½c, in this sale, per yard **8½c**

Value 15c, in this sale, per yard **10½c**

Value 20c, in this sale, per yard **14c**

Value 25c, in this sale, per yard **18c**

50 Pieces Tan colored India Linon, value 15c, in this sale, per yard **8½c**

500 yards White Pique, worth 25c, in this sale, per yard **16c**

100 Pieces White Mercerized Waistings, worth 25c, go in this sale, per yard **21c**

200 Pieces White Longcloth and Nainsooks value \$1.80, 12 yards in each bolt, in this sale per bolt **\$1.18**

THE PRICES ON ALL FINE WHITE GOODS KNIFE BEYOND BELIEF.

In This Second Week of Our Mammoth Clearing Sale, Dress Goods go Out Under Hurry Orders

We must have the room that's being usurped by several lots of Dress Goods, and to get it quickly

will be placed clearance sale prices on them that are acting like magic in diminishing stocks.

75c and \$1.00 values for only 45c a yard, consisting of plain and fancy 38 to 44-inch, all-wool Dress Goods, including assorted stylish checks, Panamas, Voiles, Mohairs, etc.; regularly sold up to \$1.00 a yard; Clearance Sale Price (per yard) **48c**

45c a yard for best French Challie. A choice assortment of dots, Persian and floral designs; regular value 75c a yard; clearance sale **49c**

\$1.10 and \$1.25 values for only 75c a yard—40 to 44-inch pure all-wool Dress Goods in plain Panamas, granites, Frunella, etc.; regularly sold up to \$1.25 a yard; Clearance Sale Price (per yard) **73c**

85c a yard for best quality crepe de Paris—44-inch half Silk Crepe de Paris in all colors; regular value \$1.50 a yard; clearance sale **89c**

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Prices on Shirt Waists Again Reduced

\$1.50 white and black lawn waists, reduced to 50c last week, **75c**

\$2.25 WHITE LINGERIE Waists, handsomely made, last week marked \$1.45, now **\$1.25**

\$2.00 LAWN WAISTS of finest quality sheer lawn, last week priced \$2.25, **\$1.75**

\$4.00 SHIRT WAISTS, very beautifully made, with a \$2.75 assortment last week, **\$2.25**

\$5.50 JAP. SILK WAISTS, in white or black, new designs, reduced to \$3.75, **\$3.25**

\$6.75 JAP. SILK WAISTS, in white or black, short or long sleeves, \$4.95 last week; now **\$4.35**

\$10.00 NOVELTY SHIRT WAISTS, very well and dressy, last week marked \$6.75, **5.55**

Continuing the Mammoth Sale of Table Linens, Napkins and Towelings.

NEVER HAD SUCH A SENSATION IN THE LINEN SECTION as this Clearance Sale has created. FOR THE SECOND WEEK OF THE SALE, CUT PRICES WILL BE REDUCED AGAIN. Here are more of these money-saving Bargains, which have made the hearts of so many women glad.

Buy Now For the Future—It Means Money SAVED

All 6½c Towels at (each) **3c**

All 12½c Towels at (each) **7½c**

All 15c Towels at (each) **9c**

All 20c Towels at (each) **12c**

All 25c Towels at (each) **16c**

All 25c Table Linen at (per yard) **21c**

All 50c Table Linen at (per yard) **32c**

All 75c Table Linen at (per yard) **36c**

All 80c Table Linen at (per yard) **47c**

All \$1.10 Table Linen at (per yard) **76c**

ALL FINE LINENS, TOWELS AND NAPKINS SUFFER LIKE THE REST.

Must Clear Curtains, Portieres and Couch Covers at Any Cost

ADDED BARGAINS WILL BRING GREATER CROWDS THIS WEEK. ALL DRAPERIES REDUCED TO A MERE SEMBLANCE OF FORMER PRICES.

And so fabulously low as to stagger credulity were you unfamiliar with our methods.

75c Curtains on sale **25c**

85c Curtains on sale **49c**

\$1.25 Curtains on sale **88c**

\$1.50 Curtains on sale **94c**

\$2.00 Curtains on sale **\$1.24**

\$2.50 Curtains on sale **\$1.36**

\$2.75 Curtains on sale **\$1.74**

\$2.95 Curtains on sale **\$2.20**

All finer Curtains share alike in the low price excitement. You'll show good sense to help yourselves liberally to these phenomenal Bargains.