

Monday Morning We Start the 2nd Week of



CUTTING
The Prices Again
Making Temptation
to Buy Greater
Than Ever.

The Success of This Sale Has Been SPONTANEOUS--ALMOST PHENOMENAL.
FOR BARGAINS as well as enthusiasm. Salt Lake has never seen anything to compare with it. Each day the selling has been very extraordinary, taxing our capacity to the fullest extent. We now start on the SECOND WEEK and it is to be THE GREATEST OF THE SALE FROM A BARGAIN STANDPOINT.

Attractions
Multiply
As the Sale
Goes On.

As low and sensational as the prices have been since the wonderful sale was launched, commencing Monday Every Department will make further and more sensational reductions, entailing tremendous losses, to insure a positive and absolute Clean-up of all Summer Goods. Monday Auerbach's Most powerful of All Clearance Sales--the sale which has become famous for the Greatest Values throughout Utah, begins all over again with Greater Bargains than ever. The price reductions are so decisive, so deep, so complete that the buying for many, many months to come should be done at once. You can't afford to miss this sale. You must not miss it in justice to your Pocket-Book. BE AN EARLY SHOPPER. THE SELLING MONDAY IS GOING TO REACH THE HIGH-WATER MARK.

LONG GLOVES

For the second week of the greatest of all clearing sales Greater Bargains and more of them than ever before.

Ladies' 16-button length fine quality Lisle Thread Gloves with two clasp wrist black and gray sizes, 5/8 to 7/8, in white, all sizes, best \$1.00 value, for.....	59c
Ladies' 12-button length Silk Lisle Gloves, with 2 clasp wrist, all sizes, in black and white, greatest \$1.25 value, on sale at.....	60c
Kayser's finest quality, extra heavy pure silk gloves in black or white, all sizes, the best silk glove made, regular price \$2.50, sale.....	\$1.75
Ladies' Pure Silk Gloves, 16-button length, black or white, an excellent quality, regular price \$1.50, for.....	98c

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

SILKS AND DRESS GOODS LOWER STILL!

YOU WILL FIND THEM AT PRICES THAT SEEM ALMOST IMPOSSIBLE.

27 inch Natural Color Pongee Silk, Worth 65c a yard--	CLEARANCE SALE PRICE 39c A YD.
27 inch All Silk Rough Silk Suitings, 25 inch. All Silk Dainty Mess-line Foulards, Worth \$1.00 to \$1.85, a yard--	CLEARANCE SALE PRICE 58c A YD.
28 inch Fine Wool Voile, all Colors, Worth 65c a yard--	CLEARANCE SALE PRICE 29c A YD.
38 inch Silk Lustré Brilliantine, Black, Cream and All Colors, Worth 65c and 75c a yard--	CLEARANCE SALE PRICE 48c A YD.

The 15c Pillow Cases

go in this sale at--

6 1/2c

The 20c Pillow Cases

go in this sale at--

11 1/2c

The 70c Bed Sheets

go in this sale at each

36c

85c Seamless Bed Sheets

2 1/2 yards long and 2 1/2 yards wide, go in this sale at each--

49c

\$1.25 Hemstitched Bed Sheets

go in this sale at each

69c

17 1/2c White Berkley Cambric

in this sale per yard--

10 1/2c

The Great RIBBON SALE

Takes a fresh start tomorrow with all lines replenished from our enormous reserve and wholesale stocks, and offer even greater value in the special sale lots at a yard--

45c, 23c, 15c, 9c, 7c and 5c

Hurry Call for Clearance marks New Record

Price-Slashing on all Ladies' Suits, Waists, Skirts and Petticoats,

Sweeping Reductions on all Hot Weather Garments. Necessity makes these prices. Wisdom will profit by them.

Clearance Sale of Kimonos	Clearance Sale of Silk Petticoats
\$1.00 Short Kimonos in this sale.....	\$7.00 Silk Petticoats in this sale.....
\$1.00 Long Kimonos in this sale.....	\$8.00 Silk Petticoats in this sale.....
47c	\$3.75
53c	\$4.98
Clearance Sale of Wash Skirts	Clearance Sale of Linen Suits
\$2.00 Wash Skirts in this sale.....	\$6.00 Linen Suits in this sale.....
\$8.00 Dress Skirts in this sale.....	\$15.00 Linen Suits in this sale.....
\$1.19	\$5.95
\$4.44	\$7.45
Clearance Sale of Coats	Clearance Sale of Silk Suits
\$4.00 Children's Coats in this sale.....	\$12.00 Silk Suits in this sale.....
\$20.00 Silk and Battenberg Lace Coats.....	\$18.00 Silk Suits in this sale.....
\$1.75	\$4.98
\$8.95	\$7.95
Clearance Sale of Waists	Clearance Sale of Wool Suits
\$5.00 Silk Waists in this sale.....	\$15.00 Wool Suits in this sale.....
\$6.00 Silk and Net Waists in this sale.....	\$30.00 Wool Suits in this sale.....
\$2.23	\$6.75
\$3.27	\$11.95

MUST CLEAR MILLINERY

AT ANY PRICE

An example of the actual clearing reductions that prevail. Trimmed and untrimmed shapes, worth \$1.75, in this sale at, each.....

23c

Summer Underwear

At unheard-of price reductions for the second week of the great sale:

Children's Vests and Pants; vests high neck and long or short sleeves; Pants knee length, lace trimmed; splendid 25c grade at.....

10c

Ladies' low neck, sleeveless, knee length Union suits, all sizes, best 50c quality.....

25c

Ladies' low neck, sleeveless, best 25c Vests, great variety to choose from at.....

12 1/2c

Its Our Unprecedented Sale of ALL INFANTS' WEAR

You positively can't afford to let this opportunity pass.

49c for infants' long and short Dresses; a variety of lace and embroidery trimmed styles; values that sell regularly up to \$1.00 each.

99c a great variety of styles in long or short Dresses; all our best \$1.75 values.

Better values and greater variety in the great sale lots of infants' headwear at, each--

99c, 49c, 29c, 15c

Wash Goods and White Goods Clearance Continues

WASH GOODS AND WHITE GOODS REDUCED AGAIN.

You buy now at the lowest price ever known. Every yard must go, and we've cut Prices to a point that ought to clear out every single yard in this sale.

The Reserve Stock of 10c Printed Wash Lawns go at, per yard.....	3 1/2c
The Reserve Stock of 15c Batiste and Embroidered Lawn in this sale, per yard.....	6 1/2c
The Reserve Stock of 25c Printed Dimities, Printed Embroidered Swisses, Printed Taffetas, Plain Silk Mulls, Dotted Silk Mulls, Mohair Lusters and Kimona Crepes all go in this Sale, per yard.....	8 1/2c
The Reserve Stock of 40c Applique Tissues, Embroidered Dresden Swisses and Chiffons, Printed Voiles, Imported Dimities, Poir de Soie and Drap de L. Inde--all go.....	14 1/2c
The Reserve Stock of 50c Marquise Silks go in this Sale, per yard.....	17 1/2c
High Class Wash Goods Novelties, worth up to 85c and \$1.00, go in--	23 1/2c
12 1/2c Black India Linons go, per yard.....	7c
15 2-3c Black India Linons go, per yard.....	8 1/2c
20c Black India Linons go, per yard.....	11c
25c Black India Linons go, per yard.....	14c
30c Black India Linons go, at a yard.....	16c
12 1/2c White India Linons go, per yard.....	7 1/2c
15c White India Linons go, at a yard.....	9 1/2c
20c White India Linons go, at a yard.....	14c
30c White India Linons go, at a yard.....	16c
40c White India Linons go, at a yard.....	22c
15c White Persian Lawn go, at a yard.....	7 1/2c
20c White Persian Lawn go, at a yard.....	9 1/2c
40c White Persian Lawn go, at a yard.....	19c
50c White Persian Lawn go, at a yard.....	27c
75c White Persian Lawn go, at a yard.....	39c
All 20c White Dotted Swisses go at, a yard.....	9c
All 25c White Dotted Swisses go at, a yard.....	14c
All 30c White Dotted Swisses go at, a yard.....	16c
All 45c White Dotted Swisses go at, a yard.....	24c
The 12 1/2c White Long Cloths go at, a yard.....	8c

The 6 1/2c Dress Prints

in this sale per yard--

4c

The 8 1/2c Apron Gingham

in this sale per yard--

4 1/2c

The 12 1/2c PERCALES

in this sale per yard--

6 1/2c

The 6 1/2c TOWELING

in this sale per yard--

3 1/2c

The 12 1/2c Linen Crash Toweling

this sale per yard--

7 1/2c

All White Wool Flannels

Plain and embroidered Flannels at less than Mill cost.

Belts

The entire stock at less than 12 gular prices--

10c Each

for ladies' wash belt of tuck laced with metal buckle.

THE CLEARANCE SALE of Housekeeping Linens CONTINUES!

ALL LINEN PRICES--ALL BED SPREAD PRICES--ALL SHEETING AND DOMESTIC PRICES STILL LOWER.

The way Buyers are sending their friends to secure Bargains is the Best evidence that they consider they have struck a gold mine. Everything goes at quick selling prices.

All 4 1/2c Towels go at.....	3c
All 10c Towels go at.....	5 1/2c
All 15c Towels go at.....	9c
All 20c Towels go at.....	11c
All 25c Towels go at.....	15c
All \$1.00 Bed Spreads go at.....	55c
All \$2.00 Bed Spreads go at.....	\$1.10
All \$3.00 Bed Spreads go at.....	\$1.88
All \$4.00 Bed Spreads go at.....	\$2.39
All \$5.00 Bed Spreads go at.....	\$3.20
The 30c Table Linen goes at.....	16 1/2c
The 40c Table Linen goes at.....	21c
The 50c Table Linen goes at.....	36c
The 75c Table Linen goes at.....	46c
The 90c Table Linen goes at.....	59c
The \$1.50 Table Linen goes at.....	98c
The \$2.00 Table Linen goes at.....	\$1.39

The Shoe Clearance Continues

Lower and lower go the prices. The whole stock is included, though but a few prices are quoted.

Little Gents' Black Oxfords, patent or Kid, sizes 9 to 12, value up to \$2.00, at.....	\$1.45
Ladies' Gray Canvas Oxfords, value \$1.35, at.....	95c
Ladies' one strap slippers, value \$1.50, at.....	\$1.00
Children's Oxfords or Slippers, sizes 8 to 11, at.....	98c
Misses' Oxfords or Slippers, sizes 11 to 12, at.....	\$1.23
Baby's \$1.25 Slippers, sizes 1 to 6, at.....	80c
Baby's Colored top Oxfords, sizes 1 to 4, value \$1.50, at.....	90c
Ladies' low heel patent or Kid Oxfords, at.....	\$1.95
Any Ladies' Oxfords in stock, value up to \$5.00, at.....	\$2.95
Footwear, value up to \$3.50 on our bargain table at.....	\$1.00

Matchless Values in Muslin Underwear

Next week's Clearing Sale prices make these record-breaking values especially interesting. Note these sample values--the entire stock goes at similar price reductions.

200 Dozen Corset Covers of good Cambric-trimmed back and front with Torchon Lace, Insertion, Edging and Beading--all sizes--greatest 35c values--the sale.....	17c
Ladies' Night Gowns, extra quality muslin, with double back and tucked front yoke--all sizes--cut full length and at.....	39c
Ladies' Skirt of fine Cambric with Lawn ruffle, trimmed in hemstitched tucks or 3 rows of Lace Insertion and Edging--all lengths--the best \$1.25 styles--in this sale.....	69c
Ladies' Skirts of fine Cambric with deep Lace-trimmed ruffle--4 styles to choose from--\$1.75 values for this sale.....	99c
Ladies' Skirts, regular \$2.50 grades, lace or embroidery trimmed--6 different styles to choose from, at.....	\$1.69
Ladies' extra fine Lace or Embroidery trimmed skirts--a beautiful variety of styles--best \$5.00 grades--in this sale.....	\$3.25

The Clearance Sale of LACE CURTAINS AND COUCH COVERS CONTINUES!

A broadcast announcement here that will be hailed with delight by scores of Salt Lake women who have the welfare of their dollars at heart; here are values that justify an exertion on your part to procure:

Nottingham Lace Curtains Reduced from 60c to per pair.....	25c
From \$2.00 to, per pair.....	98c
Ruffled Swiss and Net Curtains, marked down from 50c.....	24c
to, per pair.....	\$1.25
Irish Point Curtains, value \$3.00, go in this sale, per pair.....	\$1.65
Value \$5.00, go in this sale, per pair.....	\$3.45
\$1.50 Couch Covers, go in this sale, at.....	55c
\$1.75 Couch Covers go in this sale, at.....	79c
\$2.00 Couch Covers go in this sale, at.....	\$1.10
\$2.50 Couch Covers go in this sale, at.....	\$1.48
\$4.00 Couch Covers go in this sale, at.....	\$2.60

The CLEARANCE of BOYS' CLOTHING and GENTS' FURNISHINGS CONTINUES!

WITH UNABATED VIGOR. THESE PRICES ARE BOUND TO EFFECT THE SELLING OF ALL SUMMER STOCKS QUICK.

25c Gents' plain and fancy 1/2 Hose, in this sale.....	12 1/2c
25c Men's and Boys' Neckwear, in this sale.....	15c
25c Children's Canvas Hats, in this sale.....	16c
35c Boys' Underwear, in this sale.....	19c
35c Gents' 1/2 Hose (plain and fancy), in this sale.....	21c
65c Children's Mercerized and Canvas Hats, in this sale.....	35c
75c Men's White Muslin and Drill Night Shirts, in this sale.....	39c
\$1.00 and 75c Gents' Dress Shirts, in this sale.....	49c
\$1.25 and \$1.00 Boys' Wash Suits, in this sale.....	55c
\$3.00 Boys' Knee Pant Suits, in this sale.....	69c
\$4.00 Boys' Knee Pant Suits, in this sale.....	\$1.49
\$4.00 Boys' Knee Pant Suits, in this sale.....	\$1.95

Advertisers should Use the Semi-Weekly News!