

Say!

It's Monday, June 13th,

The "Auerbach Sale!" The Event of the year! The Greatest Clearing SALE We've Ever Had! The People of Utah Know What it Means! Nothing Can Touch It!

AN EXPECTANT MULTITUDE WILL BE ELECTRIFIED BY THIS ANNOUNCEMENT!

Waiting Thousands Will Welcome the Advent of This Sale with joy! At 9 o'clock Monday Morning, June 13th, we start

The Greatest Clearing Sale We've Ever Had!

WANTED! 50 Extra Salespeople. Apply Monday morning at 8 o'clock.

WANTED! 50 Extra Salespeople. Apply Monday morning at 8 o'clock.

IT'S A QUESTION OF PRINCIPLE WITH US never to carry over goods from one season to another—it's the foundation, groundwork and superstructure of our success. No language, however emphatic, could present all the peerless values in this sale as forcefully as they deserve. If you know this store at all, you know that such a statement means the most astounding sale on record! WE HAVE STOPPED AT NO LEGITIMATE MEANS TO CLOSE OUT OUR SUMMER STOCKS. PROFITS HAVE VANISHED INTO THE AIR. COST CUTS NO FIGURE IN OUR CALCULATIONS—LOSS HAS CEASED TO TROUBLE US—ALL THESE VITAL QUESTIONS HAVE BEEN AND ARE BEING SUBORDINATED TO THE EXIGENCY OF THE HOUR—IN PROOF OF WHICH WE REFER

YOU TO THE BALANCE OF THIS AD. READ ON.

IT'S LOSING MONEY TO STAY AWAY.

ESTABLISHED 1864

Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

CLEARANCE OF ALL OUR SILKS!

A never to be forgotten event; our Entire Silk Stock on Sale at a Terrific reduction in order to unload our much too large stock; there never was such deep slashing cuts in prices before. Every item marked so low that it will force recognition, as the greatest money saver. Every yard on sale far below its intrinsic value.

- Wash Silks—60 pieces 20 in. wide soft finish wash silk, in all the beautiful evening and street colors, values 35c and 45c a yard. Your choice (per yard) 24c
- Pongee Silk—24 inches wide, of natural color and a pure silk quality, value 75c for (per yd) 44c
- Colored Taffetas—Nearly 100 pieces Swiss and American Dress and lining Taffeta silk all colors, including cream, white and black, values 75c, 85c and \$1.00 a yard. Grand Closing Out this entire assortment, for a yard 55c
- Black Taffeta Silk—Only 3,000 yards of a fine imported make, a soft and pliable quality, 20 in. wide, and valued at 90c a yard for only (per yard) 55c
- Black Peau de Soie—Our standard \$1.20 quality Black Peau de Soie Silk a warranted number of excellent Stock and finish, as long as 10 7/8 bolts last, for only (per yard) 74c
- Fancy Silks—A grand assortment of this season's styles of fancy weave shirt waist Suits Silks, nearly 4,000 yards to select from. Values up to \$2.00 a yard. Grand Clearance Out at (per yard) 60c

LADIES' and CHILDREN'S UNDERWEAR and HOSIERY.

Only 8 quotations here, but for every one mentioned we have 50 equally as good, the entire department made into a grand round of notable Bargains. Many numbers are practically half priced. All of them represent an enormous saving.

- At 75c a pair—Ladies' Plain fast black 12 1/2 grade seamless cotton hose all sizes.
- At 12 1/2c a pair—Ladies' fast Black or Lace ribbed seamless Cotton Hose and Children's extra heavy fast Black, narrow or wide ribbed Cotton Hose, in all sizes; these are best 20c qualities; be in line early, they'll be snapped up quickly.
- At 35c a pair—All our best 50c grade of Ladies' and Children's fast Black or light colored Lace Hose, come in a variety of pretty patterns and will give exceptional satisfaction in wear.
- At 19c a pair—The Star Bicycle Stockings in narrow or wide ribbed; all sizes; there is nothing better or stronger for boys' wear.
- At 25c a Suit—Ladies' low neck, sleeveless, knee length lace trimmed Union Suits, in a good 40c grade.
- At 10c each—Ladies' 20c grade low neck sleeveless vests with cotton loop trimmed, tape drawn neck and arm holes, all sizes.
- At 49c each—Our entire 75c line of Harvard make Underwear for Ladies, including Vests with high neck and long sleeves, knee or ankle length parts or tights and a variety of style of low neck sleeveless vests, all sizes.
- At 12 1/2c each—Ladies' low neck, sleeveless, regular and extra size vests in a variety of styles, the best 25c grades.

The Most Stirring Feature of THIS GREAT CLEARING SALE is the Monstrous Record-Breaking Price Wreck of All

WHITE and COLORED SUMMER WASH GOODS!

The Crash has Come—This fierce pricing is the result of prolonged cool weather. Thousands of yards of dainty and beautiful fabrics must bow to the necessity and yield worthy bargains. The combined energy of all previous Sales would not equal this. Prices are ripped and slashed as never before to rid the store of all Summer goods. Original Cost and Selling Prices utterly disregarded. The entire stock must move double quick. We will not countenance any hesitation. The Plunge has been taken—now for results.

- 1,000 yards printed Lawns in fowlard designs—never seen before below \$1.30—in this Rous—ing Sale, per yard 43c
- 200 pieces American fine Zephyr Gingham in bright, pretty checks and stripes—a large assortment of styles in pink, blue, red; also Seer Sucker styles; regular price 10c. While they last, per yard 64c
- 5,000 yards Percales; 22 inches wide; dark and light grounds, figured and striped designs, colors to suit everybody and all fast; value 10c and 12 1/2c; in this rousing sale, per yard 63c
- Three cases new and crisp Dress Batiste Lawns, sheer and dainty, rich and elegant, including every new style, color and color combination; plenty of black and white. You'd think them cheap at 16 1/2c. In this sale, a yard 84c
- Absolutely fast black Leno Lawn, assorted patterns, bought to sell at 15c. On sale, per yard 94c
- 4,000 yards fine never-to-be-forgotten bargain lot of printed Dimity, Cordis, embroidered Swisses, printed Batiste Lawns—a tremendous assortment of the most desirable wash fabrics—very fine, very sheer—in the daintiest patterns and colorings of 1904—also solid colored Organdies. They are 25c goods. In this Rousing Sale, per yard 114c
- This season's best selling Wash Fabrics, both in printed and woven goods—solid black and light colors, sheer fabrics in a great variety of weaves, which sold up to 30c a yard, in this sale, a yard 16c

IT'S FAIRLY STAGGERING—THIS SALE OF WASH GOODS NOVELTIES—IT'S A WASH GOODS PANIC!

The Most Exclusive Patterns In the Choice European Productions all Sacrificed at next to Give-Away Prices. This includes all Imperial Printed Nettings. All Novelty Linens in Voile and Etamine Effects. All the Corded Organdies in Dolly Varden Patterns. All Silk and Lint Novelty and every yard of Black Goods. Fair Notice. Come in Time.

- The Regular 10c grades of white Victoria Lawns, white India Linons, checked Nainsooks and black India Linons, in this clearing sale, per yard 64c
- 45 pieces of the best 16 1/2c quality White India Linon, 40-inch wide Lawn and a limited quantity of white satin checked and plaid Lawns, go in this clearing sale, per yard 94c
- Two lots of Mercerized striped white Waisting Lawn and striped Nainsooks—values up to 20c—in this sale, a yard 114c
- All 25c white silk Persian Lawns, all 25c white Leno Lawns, all 25c white Swiss Mull, and 40-inch wide white Lawn. They all go in this Rousing Sale, per yard 14c
- 42 bolts of black India Lawns, white Silk Persian Lawns, plain white Swiss Mulls, and white India Linons, usually 27 1/2c and 30c, clearing sale price, per yard 174c
- 600 yards white Pin Dot Embroidered Swisses—never seen below 35c, in this sale, per yard 21c
- All white India Linons, all white Victoria Lawns, all white Dress Swisses, Chiffons, Paris and Persian Lawns, Nainsooks, Dimities and Long Cloths, in fact everything in the white goods department and every dollar's worth of colored wash fabrics—all go in this sale at the most startling reductions.

BARGAIN CHANCES and PRICE-LOWERING UNPARALLELED.

A GARMENT CLEARANCE SALE OF IMPORTANCE!

Reductions to clear this great section of all woman's Suits, Coats, Walking Skirts, Dress Skirts, Waists, Wrappers, Petticoats and Dressing Sacques—before the sale is ended. It makes no difference how late or practical the style may be—they must be gotten out of the way, no regard for original cost or value—no reservations—no exception—it's a Bargain giving event that surpasses anything ever attempted here.

- LADIES' TAILORED SUITS.** Suits sold regularly \$4.75 at \$10.00, go at \$10.00, slashed to \$5.90 during this sale. Suits sold regularly at \$12.50, during this sale \$5.90. Suits sold regularly at \$7.50 at \$15.00, slashed to \$10.00 during this sale. Suits sold regularly at \$20.00, marked to \$12.50 during this sale. Suits sold regularly at \$30.00, this entire week \$15.00. Suits sold regularly at \$37.50, you can buy now at \$18.75. Suits sold regularly at \$42.50, during this clearance sale \$21.25. Suits sold regularly at \$50.00, are now marked to \$25.00. Suits sold regularly at \$75.00, must go in this sale at \$37.50.
- SHIRT WAIST SUITS.** SAVE MONEY BY BUYING YOUR SHIRT WAIST SUITS NOW. NEVER SUCH A CHANCE BEFORE, LIKELY NEVER AGAIN. The entire stock—and there is an immense variety of them goes in this greatest of all clearing sales at less, MUCH LESS than cost of production, make your choice early, the best sell first.
- DRESS AND WALKING SKIRTS.** 500 crash skirts, worth 69c, reduced to 45c. 200 Duck Skirts, \$1.25 and \$1.50 value, go during this sale at 73c. All ladies' covert cloth, serge and broadcloth walking skirts, regular \$5.00, \$6.95 and \$8.50 values, during this great sale \$3.35 choice. Ladies' Brilliantine Sunburst Skirts, in navy blue, white and black, good value, at \$5.98, marked down to \$10.00, marked down to \$5.98.
- PETTICOATS AND WRAPPERS.** 90 dozen Gingham Petticoats, in plain or fancy colors, the 75c grade, sale price 47c. 50 dozen black saten Petticoats with ruffle bottom, the Elite style, sold regularly at \$1.25, in this sale for 85c. Think of getting a taffeta silk petticoat for less than cost of material (all colors) regular price \$6.95 and \$7.50. Sale price \$4.50.
- HOUSE WRAPPERS.** 500 Ladies' Calico House Wrappers, with separate waist lining, 75c and 85c grade, all sizes, at each 33c.
- KIMONAS and D'SACQUES.** 46 dozen Kimonas and Dressing Sacques, in fancy figured lawns, sold at 50c, 60c and 75c. Choice from lot at 39c.
- COATS and JACKETS.** 100 ladies' covert cloth jackets, sold at \$2.50 and \$3.00, during this sale \$1.50. 75 covert cloth Jackets, \$5.00 and \$7.00 kind, \$3.00 now. About 200 ladies' covert cloth Jackets, satin or silk lined, new sleeves, some sold as high as \$12.95. Your choice at \$5.00. Our \$12.50 and \$15.00 Silk Coats, during this \$7.85. Pongee silk coats, 27 inch, sold up to \$20.00. Choice \$10.50.
- SILK WAISTS.** 150 Jap Silk Waists, insertion trimmed, regular price, \$3.50. Sale price \$2.20.

All Corsets

At less than Manufacturers' cost during this sale, 50 dozen Summer Corsets in Net or Batiste all sizes, 40c grade at— 25 cts.

Back Combs

100 Dozens Shell Back Combs in all the newest styles up to 35c grades, at— 15c

Bed Sheetings, Ready-Made Sheets and Pillow Cases.

Bleached and Unbleached Muslins, and All Domestic; no sacrifice too great! No Loss Too Big! Everything goes Regardless of Cost.

Mercerized SATEN.

A Silk Finished Lining, double fold, 36 in. wide, in all the leading colors and black, half value, (per yard)— 17 1/2 cents.

A PRICE LANDSLIDE IN OUR MILLINERY SECTION!

Hundreds of the finest Productions of the Milliners' Art Must Yield in this Sale to the immense force of the Deep Price Cutting. A Profit Wasting Event is yours to Grasp. Every Hat in the House for Women, Misses and Child—Trimmed or Untrimmed—Dress or Street—also Ribbons and Flowers marked at prices that will make a complete Clearance in this Dept.

Queen Silk

A Silk Finish Percale Dress Lining, double fold, 36 inch, wide, 20 colors to select from; value 20c, half price, (per yard)— 10 cts

FLANNEL DEPT.

ALL PLAIN AND EMBROIDERED WHITE FLANNELS, priced for IMMEDIATE CLEARANCE. Act quickly, for the Goods can't last long with the ridiculously low Prices attached to them in this Sale.

Neckwear.

Prices slashed as never before. Ladies' fancy stock Collars up to 40c values, on Sale at— 19 cts.

Toilet Soap.

1,000 Boxes of finest 10c Toilet Soaps, exquisitely scented; Kirk's and Colgate's most popular numbers on Sale at 3 BARS FOR— 17 cts.

LACE CURTAINS and PORTIERES

WILL BE THE SENSATION OF THE TOWN. Every Curtain and Portiere in Stock must be cleared out Regardless of Cost. A Clean Sweep to be made at any sacrifice—and every Price has been slashed to the Bottom. Curtains, regularly sold at 75c, at less than half price, per pair— 36c. All 50c and \$1.00 curtains, on sale per pair— 66c. All \$1.50 ruffled Swiss and Nottingham curtains, on sale per pair— 88c. Swiss and Scotch curtains, usually sold at \$2.50, in this sale \$1.20. Every style of curtain and portiere, formerly sold at \$2.50, in this sale, per pair— \$1.48. All \$5.00 and \$7.50 curtains and portieres, marked down to per pair— \$2.30. To make a clean sweep of the \$1.50 and \$5.00 curtains, they go in this sale per pair— \$2.95. All kinds of \$6.00 and \$8.50 curtains, tapestry, Irish point, Brussels net, Aladdin, Battenberg and Cable net, all pillow shams, all drapery materials must move out in this sale, not a single item has escaped the price cutters' ax. Great will be the commotion in this department. All the finer Curtains, all the finer Portieres, all couch covers, table covers, flounced bed sets, lace bed sets, all pillow shams, all drapery materials must move out in this sale, not a single item has escaped the price cutters' ax. Great will be the commotion in this department.

A Clearance OF ALL Dress Goods!

Every piece of dressgoods marked down to a price that will make everybody buy. Weavers and Dyers would be scarce at such prices, but they are only samples of Auerbach's Clearing Sale values. We want room and all Summer Goods must get out and here are prices that will make them go. DRESS GOODS—double fold English wool Suitings, Knicker weave in Red, Blue, Brown and Green half values, 12c. ALBATROSS—All colors, including cream, white and black, warranted all wool and crepe finish, values up to 75c, (per yard) 36c. Linings Our Entire Stock of Skirt and Waist Linings at Cost and Below During This Sale.

Boys' Clothing and Gents' Furnishings

The most powerful incentives are offered in this department. Reductions beyond comprehension. Prices made to effect a speedy disposition of all Summer Goods. Gents' 25c Half Hose 12 1/2c. In this Sale for 12 1/2c. Gents' Fine Balbriggan Underwear, All sizes, regular 45c values go in this sale for 25c per garment. Gents' 50c Suspenders, All go in this sale for 29c. Gents' Soft Front Shirts, with or without collars, all sizes; the entire stock of our 75c line go at this Sale for 45c. Dr. Wright's Jersey Ribb Underwear, All sizes; regular 75c values go in this Sale for 45c per garment. Gents' Fine Soft Bosom Dress Shirts, Sizes 14 to 17, a large assortment of the latest patterns to choose from, all \$1.25 values, go at this Sale for 79c. Boys' Norfolk Suits, in fine mixed tweeds, age 4 to 8 years, all our \$3.50 values go in 1.98 this sale for \$2.48. Boys' Knee Pant Suits, Square Cut and Norfolk Styles, ages 5 to 16 years, all our \$5.00 values go in this Sale for \$2.48. Boys' Long Pant Suits; ages 12 to 20 years, in dark and medium mixed tweeds; all the \$6.00 and \$7.50 values go in this \$3.75 Sale for \$3.75. The Entire Stock of Our Boys' Clothing and Gents' Furnishings, Go at Prices in Proportion.

The Greatest Sale of KID and FABRIC GLOVES!

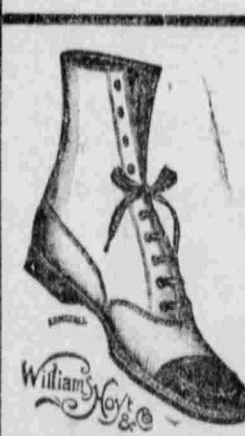
We've Never Offered So Much For Your Money as in This Sale. Every Line Goes at Tremendous Reductions. \$1.25 and \$1.50 Kid Gloves at 69c a pair. There are about 350 pair in this lot, some of nearly every size. These lines we've discontinued carrying; they'll be picked up quick, so be on hand early in this sale to get your choice. Ladies' black lisle thread Gloves, all sizes, a splendid 25c grade, go in this great sale at 12c.

Tremendous Values in MUSLIN Underwear!

LADIES' NIGHT GOWNS. 3 styles in the best 60c grades, on sale at 29c. 8 styles lace or embroidery trimmed \$1.00 qualities, 50c. 8 styles, made of best muslin or fine cambric, elegantly trimmed, all \$1.50 grades, at \$1.00. BEAUTIFUL WHITE SKIRTS. A magnificent line of finest nainsook Skirts in great variety of styles, lace or embroidery trimmed, all lengths, up to \$10.00 values, go in this sale \$4.95 at \$4.95.

Laces and Embroideries!

Not a Sale of a few items, but every piece in these vast stocks marked down to meet this occasion with the greatest strength of value giving that can possibly be put forth. Valenciennes Lace Edging and Insertion, the entire stock divided into six great Sale Lots. Up to 50 values go in this great Sale at 2c. Up to 10c values go in this great Sale at 5c. All our 12 1/2c and 15c grades offered now at 7 1/2c. Up to 20c qualities go now at 10c. The 25c kind, and there are many to choose from 12 1/2c. Grades that sold at 30c and 35c go now at 15c.



The Greatest Of All Shoe Sales—"Cut and Slash the Orders" on Every Item in OUR SHOE DEPT. Children's \$1.00 Shoes, Lace or Button, sizes 3 to 8 75c. Boys' \$1.25 Shoes, lace only, sizes 8 to 13 1/2 95c. Boys' \$1.50 Shoes, lace only, sizes 1 to 2 11 1/2. Girls' \$1.50 Shoes, lace only, sizes 11 1/2 to 2 11 1/2. Ladies' \$1.75 Shoes, lace or button 11 1/2. Ladies' \$2.00 Shoes, lace only 14 1/2. Ladies' Low Shoes, \$1.75 grade 14 1/2. Ladies' Low Shoes, \$2.50 grade 19 1/2. All our \$3.00 Shoes and all Oxford 22 1/2. All our \$4.00 \$34 1/2. All our \$4.50 and \$5.00 \$39 1/2. Shoes. YOU CANNOT AFFORD TO MISS THIS SALE.

ALL TABLE LINENS, NAPKINS AND TOWELS, ALL WHITE AND COLORED, BEDSPREADS

To be Sold at a Terrific Sacrifice in This Clearing Sale. Profits are out of the question, selling the goods is paramount. The bargains could not be better. Equal ones were never given. At 9 o'clock Monday the sale begins—and wise buyers will be at the head of the line. 1,500 Framed Linen Napkins, worth 25c a dozen, go in this sale at 1c each. 1,200 Yards Huck Toweling, value 54c, in this rousing sale a yard 4c. Checked Linen (Glass and Damask Toweling, worth 11c and 12 1/2c, in this clearing sale a yard 7 1/2c. 3 Lots of Towels, including Bleached and Unbleached, Turkish Towels, and Heavy Absorbent Marseilles Towels, regular 10c and 15c qualities—all go in this sale at each 11c. 60-inch wide, Table Linens, red or white, 3c qualities in this sale 22c per yard. Half bleached Table Linen, usually 36c, in this sale per yard 19c. The 75c German Table Linen, in figured or dice designs, sacrificed in this sale at per yard 47c. 200 dozen Napkins and Doilies—the 50c kinds, go in this sale per doz 58c. 2 yards wide Table Damask, every day price \$1.15, in sale 72c per yard. White and Colored Fringed Bed Spreads, 110 qualities, will be sold in this \$98c sale at each. All \$2.25 White Bed Spreads, extra large sizes for double beds, fringed or Hemmed, reduced in this sale 139c to each. All the finer Bed Spreads, all the Towels, all Table Sets and Table Covers, all the best Towelings, in fact, everything in the linen stock must and will be sacrificed, in order to effect a clean sweep and at once.