

All Goods Not Sold Last Week
Undergo Further Price
Reductions

LAST CALL! THE SECOND WEEK OF

Bigger Reductions Than Ever

Before. We Can't Begin to

ENUMERATE THE

BARGAINS!

A FORCED UNLOADING SALE

STARTS AT AUERBACH'S
MONDAY MORNING!

THERE WILL BE GREAT CROWDS. BETTER RESPOND QUICKLY.

A Week of the Most Remarkable July Selling which this Store has yet known, paves the way to Even Greater Reductions because of our inexorable determination to quickly dispose of all Summer Stocks. It'll be Another Bargain Week—replete beyond the most fanciful expectations. "Great" is too small a word to express it. The price-cutting is inexorable. Values are shattered until in many cases the markings are scarce a tithe of the cost. Prices are Cut! Cut!! Cut!!! Summer Goods are offered at a fraction of original cost!

READ ONE OF THE PRICE REDUCTIONS ON DOMESTICS.

They tell the story of our losses and your savings.
Another 1,000 yards of First Call Bleached Muslins, value \$1.30, in this sale, per yard..... **42c**

ALL BED SHEETINGS

FOR LESS THAN MILL PRICE.

10-4 Utica Sheetings, regular price, 40c, in this sale, a yard..... **29c**

ALL SHEETS AND PILLOW CASES.

For less than you can buy the muslin for:
The regular 22 1/2c Pillow Cases go at..... **16c**
The regular 90c Sheets, go at..... **69c**

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

25c LADIES' WASH BELTS 8c

White wash Belts, richly embroidered, all sizes, with metal buckle, regular 25c value, for this sale..... **8c**

\$1.50 LONG GLOVES AT 69c

Ladies' long, finest lisle thread Gloves, gray only; all sizes you can't duplicate the quality for less than \$1.50, on sale..... **69c**

15c LADIES' HOSE FOR 10c

Ladies' fast black seamless cotton Hose, all sizes, the very best 15c value ever offered, on sale this week at..... **10c**

WANTON SACRIFICE OF ALL WASH GOODS

Another week of fierce selling and our stock of wash fabrics will be gone. The selling cannot stop short of absolute clearance. Every Dollar's worth must move out. The Thousands of Eager Buyers will soon snatch up such bargains as these.
BUNDLED IN 6 GREAT LOTS AT 1/2 LITTLE PRICES.
ALL MARKED DOWN TO 1/2c A YARD.
Thousands of yards of zephyr gingham—Apron Gingham—Wash Voiles Wash Challies and Belges. Values up to 12 1/2c a yard.
ALL MARKED DOWN TO 7 1/2c A YARD.
Printed Batiste Lawns—Printed Swiss Lawns—Dozens and dozens of designs and colorings.
Fabrics that sell at 15c Throughout Salt Lake.
ALL MARKED DOWN TO 9 1/2c A YARD.
Printed Dotted Swisses—Handsome Organized—Lawn Silk Mulls—Fine Zephyr Gingham and Seer-Suckers. Value up to 30c a yard and qualities you seldom see at such Price. Reductions.
ALL MARKED DOWN TO 16c A YARD.
All Wash Goods novelties WORTH UP TO 40c A YARD.
Charming effects—every piece a favorite.
ALL MARKED DOWN TO 24c A YARD.
All Wash Goods Novelties WORTH UP TO 40c A YARD.
Exclusive imported fabrics.
ALL MARKED DOWN TO 38c A YARD.
High class Wash Goods—Novelties Worth up to \$1.00. The Season's most desirable Styles.

THE SECOND WEEK OF THE FORCED UNLOADING SALE IN THE READY-TO-WEAR GARMENT SECTION!

Begins at a furious pace Monday. The Second Week finds no diminution of its mighty force here. Every item reflects the unmistakable Saving advantages of this Clearing Sale. DON'T PUT OFF BUYING AND REGRET LOST OPPORTUNITIES.

SUITS LESS THAN HALF PRICE.

Ladies' Tailored Suits, worth to \$65.00, now..... **\$18.00**
White Linen Jacket Suits, worth to \$18.75, now..... **\$8.00**
Handsome Silk Jumper Suits, worth to \$37.50, now..... **\$14.00**
Washable Dainty Lawn Shirt Waist Suits, worth to \$15.00, now..... **\$4.00**
Taffeta Silk Jumper Suits, many Colors, worth to \$20.00, now..... **\$6.50**

SKIRTS NEVER SO CHEAP.

Black Taffeta Silk Skirts, worth \$12.50, are..... **\$6.00**
Light Colored Fancy Walking Skirts, worth \$15.00, are now..... **\$5.00**
Sateen Outing Skirts, all sizes, worth \$2.00, are..... **88c**
White Union Linen Skirts, worth \$2.25, are..... **\$1.00**
Panama Walking Skirts, many Colors, worth \$6.00, are now..... **\$2.90**

ALL WAISTS GREATLY REDUCED

White Sheer Lawn Waists, our \$1.45 grade, are..... **89c**
Handsome Jap Silk Waists, our \$5.00 grade, are..... **\$2.45**
White Lawn Waists, open front or back, our \$2.75 grade, are..... **\$1.45**
Lace Waists, white or black, our \$10.00 grade, are..... **\$5.95**
Pretty Lingerie Waists, our \$4.00 grade, are..... **\$1.98**

KIMONAS AND DRESSING SACQUES

Short Kimonas and Dressing Sacques, formerly sold at 50c, now..... **19c**
Short Kimonas, of fancy Lawn, formerly sold at \$1.25, now..... **69c**
Tea Gowns of Lace and Ribbon, formerly sold at \$6.95, now..... **\$6.95**
Long Kimonas, Lawn or Dimity, formerly sold at \$1.75, now..... **88c**
Dressing Sacques, of dark colored Percale, formerly sold at 43c, now..... **43c**

ALL PETTICOATS MUST BE SOLD

Fancy Gingham Petticoats, all lengths, sold regularly at 85c, at..... **39c**
Taffeta Silk Petticoats, all lengths, sold regularly at \$4.55, at..... **\$4.55**
Moire Petticoats, Tan, Brown, or Black, sold regularly at \$1.45, at..... **\$1.45**
Black Sateen Petticoats, the Elite Make, sold regularly at \$1.50, at..... **89c**
Best Grade Sateen Petticoats, sold regularly at \$1.00, at..... **\$2.25**

ALL INFANTS' WEAR

AT STILL GREATER REDUCTIONS FOR THE SECOND WEEK OF THE GREAT UNLOADING SALE, STOCKS MUST BE CLOSED OUT NO MATTER HOW GREAT THE SACRIFICE.
30c Infants' Slips at 15c.
Infants Long slips made of good cambric with laced edged neck and sleeves splendid 30c value sale price..... **15c**
50c Infants' Slips at 25c.
Made of good quality long cloth with hemstitched cuffs on neck and sleeves also embroidered trimmed styles splendid 60c values..... **25c**
25c Infants' Vests at 12 1/2c.
Infant vest with shell stitched front and neck extra well finished splendid 30c grade in 3 sizes..... **12 1/2c**
50c and 60c Infants' Caps at 25c.
Swiss embroidered and tucked lawn caps in great variety of 50c and 60c styles on sale..... **25c**
\$1.25 Long and Short Dresses 79c.
A variety of styles in excellent \$1.25 grade long and short dresses lace or embroidery trimmed go in this sale at..... **79c**
\$3.00 Long and Short Dresses at \$1.85.
Infants nobby dresses in long or short styles trimmed in lace or embroidery, all in excellent quality that are best 30c grades in \$1.85 this sale each..... **\$1.85**
EVERYTHING IN THE DEPARTMENT AT SIMILAR REDUCTIONS.

FINAL REDUCTIONS ON ALL MILLINERY.

This week's cut prices will make quick work of the remaining hats.
All \$10.00 trimmed hats go this week at..... **\$4.25**

All Mens' Underwear Prices Shoved Down to the lowest notch. As a price example

70c FRENCH BALBRIGGAN SHIRTS and drawers, in cream, blue, brown and fancy colors. Go in this sale at..... **39c**

All Shirt Prices Shoved Down to the last notch. As a price example.

70c VALUES—MEN'S and BOYS' DRESS and WORK SHIRTS in various fancy patterns and plain colors. Go in this sale at..... **43c**

For the Second Week of the

FORCED CLEARING SALE BOYS' CLOTHING

You'll find all prices cut again. Bargains that will reduce stocks in a jiffy. EVERYTHING AT A CUT PRICE.

SOME PRICE EXAMPLES.

\$2.50 KNEE PANTS SUITS in Gray mixtures. Exceptional values. GO IN THIS SALE..... **\$1.39**
AT.....
\$5.00 knee pants Suits, all sizes, and long pants suits in sizes from 23 to 36, or 17 years to 20 years. Go in this sale..... **\$2.15**
\$6.00 SUITS in ATTRACTIVE PATTERNS. All sizes in knee pants suits and from sizes 17 to 20 years, in long pants suits. Go in this sale at..... **\$3.15**
\$7.50 YOUTHS' and BOYS' SUITS, in light and dark tweeds and chevrons. Go in this sale at..... **\$3.95**
\$10.00 YOUTHS' and BOYS' SUITS. Many sizes and patterns to choose from. Go in this sale at..... **\$5.48**

THE MONEY SAVING SALE OF TABLE LINENS, NAPKINS, TOWELS, TOWELINGS AND BED-SPREADS CONTINUES.

The stocks have withstood the past week's bombardment only by turning to the huge reserve stocks; the selling has been tremendous, but the values have been indeed extraordinary. This week's bargains will bring a stampede of buyers.
64c Towels go at..... **3c**
each..... **5c**
\$1.20 Towels go at..... **7c**
each..... **9c**
15c Towels go at..... **12c**
each..... **14c**
22 1/2c Towels go at..... **16c**
each..... **19c**
30c Towels go at..... **17c**
each..... **26c**
40c Table Linen in this sale, per yard..... **26c**
50c Table Linen in this sale, per yard..... **38c**
60c Table Linen in this sale, per yard..... **48c**
75c Table Linen in this sale, per yard..... **68c**
90c Table Linen in this sale, per yard..... **89c**
\$1.00 Bed Spreads on sale at..... **63c**
\$1.25 Bed Spreads on sale at..... **88c**
\$1.50 Bed Spreads on sale at..... **98c**
\$1.75 Bed Spreads on sale at..... **\$1.24**
\$2.25 Bed Spreads on sale at..... **\$1.69**
\$2.50 Bed Spreads on sale at..... **\$2.10**

For the Second Week of this Forced

THE SILK AND DRESS GOODS UNLOADING SALE

is reduced to the briefest possible bargain news, but brevity does not in any way detract from the sensational values, rather makes it easier to see what awaits you.
50c Henriettes, Cashmeres, and Novelty suitings in all colors 36 inches wide go in this sale at..... **30c**
90c state serges Brilliantines, Mohair stripes, checked Voile, Check Panama, and etc. 36 to 45 inches wide in this sale at..... **33 1/2c**
Taffeta and Nans Veilings in all colors 36 to 40 inches wide at..... **49c**
Fancy Silks for Waists and Suits
1000 Yards of Fancy Silks comprising Taffetas, Louisines, Pearl de Cygne, Tussans, Fancy Crepe, De Cygne, Pongees in Checks, Blocks, Stripes and Figures which must be closed out during the forced clearing sale. Every yard we have marked at cost and away below you will see them displayed on our counters in lots priced as follows:
Lot (1) value up to \$1.00 Sale price..... **49c**
per yard..... **48c**
Lot (2) value up to \$1.25 Sale Price per yard..... **58c**
Lot (3) value up to \$1.50 Sale price..... **79c**
per yard..... **79c**
Lot (4) value up to \$2.00 Sale price per yard..... **89c**
Black Silks
27 inch Black Taffeta Value \$1.25 Sale..... **89c**
32 inch Black Taffeta Value \$1.50 Sale..... **95c**
36 inch Black Taffeta Value \$1.50 Sale..... **\$1.33**

SUMMER UNDERWEAR FOR LADIES AND CHILDREN

AT FRACTIONS OF REGULAR VALUES AND PRICES. SHELVES MUST BE CLEARED OF ALL SUMMER UNDERWEAR AND WE KNOW THESE PRICE REDUCTIONS WILL MOVE THEM.
Ladies' extra fine ribbed vests with high neck and long or high neck and short sleeves, all sizes in the very best 50c grade, cut for the second week of the great unloading sale to..... **25c**
Ladies' lace trimmed knee length pants to match in all sizes, cut from 50c to..... **25c**
Ladies' low neck sleeveless vests, fine Jersey ribbed, all sizes of the best 20c grade cut to..... **12 1/2c**
Children's Jersey ribbed knee-length lace trimmed pants, all sizes best 20c value cut for this week to..... **10c**
Children's vests an extra good quality with high neck and long or high neck and short sleeves, a superior 25c grade for this week's sale, all sizes..... **12 1/2c**
Children's white low neck sleeveless vests with tape drawn neck and arm holes. Best 12 1/2c grade, sale price each..... **8c**
Lace trimmed best 15c value..... **10c**
Our best 20c grade in this week's sale..... **12 1/2c**
And everything in the department at similar reductions.

THE WHITE GOODS SAVINGS IN THIS FORCED UNLOADING SALE

Have persuaded thousands to buy a year's supply. Read these few items and we've no doubt you'll be here Monday morning early.
All 15c white Persian and India lawns, in this sale, per yard..... **8c**
All 20c white English nansooks and white Persian lawns go in this sale per yard..... **12c**
30c white dotted Swisses go in this sale per yard..... **16c**
35c white India lawns—go in this sale per yard..... **19c**
3 1/2 white Piques go in this sale per yard..... **21c**
All 40c white imported waistings go in this sale per yard..... **23c**
All 65c imported white embroidered dress Swisses go in this sale per yard..... **33c**
The \$1.00 grade of white suiting linens go in this sale per yard..... **59c**
12 yard lengths of English long cloths value \$1.50 in this sale, a bolt..... **\$1.29**
12 yard lengths of English long cloths value \$1.50, in this sale, a bolt..... **\$1.39**
12 yard lengths of English long cloths value \$2.70, in this sale, a bolt..... **\$1.98**

MUSLIN UNDERWEAR

THE ENTIRE STOCK MUST GO. THE PRICE REDUCTIONS MADE FOR THE SECOND WEEK OF THE GREAT UNLOADING SALE ARE SIMPLY MARVELOUS.
CHILDREN'S DRAWERS with deep hemstitched ruffle headed by tucks, well made of best quality muslin; sizes 2, 4 and 6 regular 25c grade the sale price a pair..... **15c**
SAME STYLE and quality sizes 8, 10, and 12, regular 30c and 35c sellers the sale..... **17 1/2c**
LADIES' SKIRT CHEMISE, made of fine cambric with deep ruffle on bottom, two styles lace or embroidery trimmed yoke all sizes excel..... **50c**
LADIES' SHORT SKIRTS made of best muslin cut extra wide with deep hemstitched tucked ruffle in 20 to 31 inch lengths, best 75c grade on sale at..... **50c**
LADIES' SKIRTS with 18 inch deep umbrella ruffle trimmed in 7-inch deep embroidery edging and 2 1/2-inch insertion. This and a number of other \$5.50 styles are on sale at..... **\$2.25**
LADIES' SKIRTS with 15-inch deep hemstitched and tucked umbrella ruffle, all lengths, the greatest \$1.25 skirt value on sale at..... **85c**
EVERYTHING IN THE DEPARTMENT AT SIMILAR REDUCTIONS.

All Mens' Hosiery Prices Shoved Down to the last notch. As a price example

25c HOSE in BLACK, TAN and FANCY stripes and checks. Go in this sale at..... **12 1/2c**

All Mens' Neckwear Prices Shoved Down to the last notch. As a price example

70c and \$1.00 Ties, in the newest plaid, stripe and check effects. Go in this sale at..... **49c**

Deepest Cut Prices ON ALL WHITE FLANNELS

All \$1.50 white Embroidered Flannels, will be disposed of this week at, a yard..... **98c**

LOOK AT THESE ENORMOUS REDUCTIONS IN LACE CURTAINS, PORTIERES, AND COUCH COVERS.

Must close out the entire stock this week. More radical reductions are necessary, no here they are:
60c Lace Curtains in this sale, per pair..... **29c**
75c Lace Curtains in this sale, per pair..... **37c**
85c Lace Curtains in this sale, per pair..... **44c**
\$1.25 Lace Curtains in this sale, per pair..... **88c**
\$2.00 Lace Curtains in this sale, per pair..... **\$1.19**
\$2.50 Lace Curtains in this sale, per pair..... **\$1.39**
\$3.50 Lace Curtains in this sale, per pair..... **\$2.45**
\$4.50 Lace Curtains in this sale, per pair..... **\$2.85**
\$5.00 Portieres go in this sale, per pair..... **\$2.85**
All \$5.00 Portieres go in this sale, per pair..... **\$3.35**
All \$5.00 Portieres go in this sale, per pair..... **\$4.20**
All \$7.50 Portieres go in this sale, per pair..... **\$5.30**
All \$10.00 Portieres go in this sale, per pair..... **\$7.20**
All \$10.00 Portieres go in this sale, per pair..... **\$7.20**
\$1.00 Couch Covers in this sale, each..... **55c**
\$2.50 Couch Covers in this sale, each..... **\$2.85**
\$3.50 Couch Covers in this sale, each..... **\$3.30**
\$5.00 Couch Covers in this sale, each..... **\$5.30**

FOR THE SECOND WEEK OF THE FORCED UNLOADING SALE OF SHOES

The entire stock will be reduced to far lower prices than were ever thought possible before. The department is teeming with bargains similar to those told of below:
LADIES' PATENT KID OXFORDS, turn sole, Cuban heels, only a few pairs left, worth \$4.00, per pair..... **\$2.65**
LADIES' VICI KID OXFORDS, light sole, patent tip, Cuban heels, worth \$3.00, per pair..... **\$2.45**
LADIES' KID OXFORDS, light sole, patent tip, Cuban and military heels, worth \$3.00, per pair..... **\$1.95**
CHILDREN'S KID OXFORDS, light or heavy sole, patent tip (8 1/2 to 11), worth \$1.50, per pair..... **95c**
MISSIES' STRAP SLIPPERS with bow over instep, patent and kid, sizes 1 1/2 to 2, worth \$1.75, per pair..... **\$1.15**
YOUTHS' PATENT and KID OXFORDS, extension sole, blucher cut, sizes 1 1/2 to 2, worth \$1.65, per pair..... **\$1.65**