



THE MOST POWERFUL CLEARANCE SALE IN 44 YEARS

COMMENCES AT AUERBACH'S MONDAY, JULY 6th AT 9 O'CLOCK.

EXTRA SALESMEN WANTED

In all departments. No experience necessary, for any one can sell goods at the prices we'll quote.

Marvelous "Price Breaking" ABSOLUTELY EVERYTHING IS MARKED FOR SLAUGHTER!

Salt Lake never saw a CLEARANCE SALE like this! No REDUCTION SALE Ever Announced Anywhere Can Compare with it! IT'S THE ONE GREATEST SALE OF OUR CAREER!

NO MATTER

How big the crowds—every preparation for prompt service has been made. No tedious delays, no waiting, and prompt delivery assured.

At 9 o'clock Monday morning we throw open the floodgates of Bargaindom—and the Sale of All Big Sales—the People's Bargain Harvest starts. WE HAVE NO HALF-WAY METHODS IN ANYTHING, LEAST OF ALL IN MAKING CLEARANCE SALES. In this effort to reduce stock we hold nothing back.

Everything Goes and There are More Goods of Every Kind to Dispose of than Heretofore at Any Sale, hence the Reductions are heavier, the Bargains more powerful. Down, down, down go the Prices. Just the goods you want and need at prices that make them almost a gift. Every price so matchlessly low, that nothing short of giving goods away can compare with this sensational sacrifice. Reductions that must impress you instantly that this is indeed an extraordinary sale—a sale altogether different from any ever held before.

If it's bargains you are looking for, come. It's your greatest chance to save. You are out money if you miss it.

It's a Powerful Clearance Sale of

All Embroideries

Ordinarily you would have to pay two to three times our Sale Prices. The entire stock of Edgings, Insertions, headings, etc., divided into 8 great sale lots at per yard—

5c, 7½c, 10c, 15c, 19c, 25c, 35c and 49c

2 lots of Corset Cover Embroideries—
Up to 75c Values 29c
Up to \$2.00 values 59c

All Muslin Sheetings, Sheets and Pillow Cases

Are in for Big Losses.

REGULAR PRICES CUT TO PIECES TO MAKE THE GOODS PLAY—HERE ARE SPECIMENS OF THE REDUCTIONS:
10c Bleached Muslins 4½c
15c Pillow Cases 6½c
30c Bed Sheet 21c

ALL LININGS

At Regardless of Loss Prices.

The following is a fair example of the value-giving.
36-INCH SOFT FINISH MERCERIZED SATEN, BLACK AND COLORS. BEST 25c QUALITY—
Sale 18c a yard

CLEARING OUT THE WASH GOODS.

Exquisite Summer Wash Fabrics for Almost Nothing.

Every yard goes—no matter how big the loss—we are ready to take it, and we've cut prices that will make this event overshadow all other sales. Clearance time is here and every yard goes. "Don't let the grass grow under your feet."
10c Printed Swiss Lawns—in the nearest designs—light and dark colorings—go in this sale, per yard 3½c
15c Printed Batiste Lawns, 15c Embroidered Lawns, 15c Tan India Linons, and 15c Organdies, All go in this sale per yard 6½c
25c Printed Embroidered Swisses, 25c Printed Taffetas, 25c Dimities, 25c Plain Silk Mulls, 25c Dotted Silk Mulls, 25c Mohair Lusters, and 25c Kimona Crepes. All go in this sale at per yard 8½c

Up to 40c Wash Fabrics, including the Applique Tissues—The Embroidered Dresden Swisses, the Embroidered Silk Chiffons, The Embroidered Lingerie Batistes, the Printed Voiles, Flaked Tissues, Imported Dimities, Poirs de Soie, Drap d'Inde, all go in this sale 14½c
The 50c Marquise Silks, in lace stripe effects, you'll buy 17½c
The 50c Spider Silks—go in this sale at per yard 23½c
The finest Wash Goods Novelties—up to 50c and \$1.00 a yard, all the Silk Lingerie and Silk Poulard effects—the embroidered Tokio Silks—Go in this slaughter, 29c
All Zephyr Gingham—all Percales, all black India Linons, all Dress Linens, slaughtered as never before.

ESTABLISHED 1864

J. Auerbach & Bro.

ONE PRICE TO ALL NEVER INDERSOLD

It's a Veritable SACRIFICE SALE of all Summer Apparel

Must clear ready-to-wear garments at any cost. Previous prices are cutting absolutely no figure in this sale. We quote sale prices that'll push garment clearing. No half way measures. All reductions are deep. The values extraordinary.

QUICK CLEARANCE OF KIMONOS.

75c Lawn Kimonos in this sale 27c
\$2.25 Lawn Kimonos, in this sale 98c

QUICK CLEARANCE OF LAWN WAISTS.

\$1.00 Lawn Waists in this sale 41c
\$4.00 Lawn Waists, in this sale \$1.39

QUICK CLEARANCE OF PETTICOATS.

\$2.00 Saten Petticoats, in this sale 79c
\$7.00 Silk Petticoats, in this sale \$3.75

QUICK CLEARANCE OF WASH SKIRTS.

\$2.75 Wash Skirts, in this sale \$1.25
\$5.75 Wash Skirts, in this sale \$2.50

QUICK CLEARANCE OF SILK AND NET WAISTS.

\$4.50 Silk and Net Waists, in this sale \$1.98
\$6.00 Silk and Net Waists, in this sale \$2.50

QUICK CLEARANCE OF DRESS SKIRTS.

\$6.00 Dress Skirts, in this sale \$2.75
\$20.00 Dress Skirts, in this sale \$8.45

QUICK CLEARANCE OF SILK SUITS.

\$12.00 Silk Suits and Dresses, in this sale \$5.50
\$20.00 Silk Suits and Dresses, in this sale \$9.95

QUICK CLEARANCE OF WOOL SUITS.

\$15.00 Wool Suits, in this sale \$6.75
\$30.00 Wool Suits, in this sale \$11.75

It's the Most Powerful CLEARANCE SALE of

SILKS AND DRESS GOODS

Nothing too good or staple to secure a deep price-cut in this sale. The entire stock radically reduced for quick selling. Summer stocks must go. That's why we are taking such tremendous losses.

75c QUALITY TAFFETA SILK BLACK AND COLORS—

Sale 48c a yard

\$1.25 AND \$1.50 QUALITIES FANCY SILKS—

Sale 83c a yard

26 TO 38 IN. PLAIN AND FANCY DRESS GOODS UP TO 45c QUALITIES—

Sale 29c a yard

38 TO 40 IN. PLAIN AND NOVELTY DRESS GOODS, UP TO 65c QUALITIES—

Sale 34c a yard

44 TO 56 IN. PLAIN AND NOVELTY DRESS GOODS, UP TO \$1.50 QUALITIES—

Sale 68c a yard

50c QUALITY WOOL CHALLIE, BIG ASSORTMENT—

Sale 22½c a yard

It's a Powerful Clearance Sale

HOSIERY

At prices that will astound and enthrall the buying public. Ladies and children's fast black Cotton Hose—all sizes; the very best 12½c grades, 7½c
Ladies' fast black Lace Hose—all sizes—35c grade 19c
Ladies' best 50c quality fine Lace or Plain Cotton or Lisle Thread Hose—all sizes—excellent 50c values this sale 33½c
Children's fine 25c grade fast black or white Cotton Hose—all sizes in this sale 15c
Children's heavy or fine ribbed fast black or white Cotton Hose—all sizes in the best 20c grades go in this clearing sale 12½c

Phenomenal Price-Cutting on ALL Domestic and Flannels

FOR THIS SALE! Prices way below cost. Savings are immense, as the following items testify:
\$1.40 Apron Gingham 4½c
Up to \$1.50 values, 6½c
20c White Flannel at, 11½c

ALL CHILDREN'S HEADWEAR

Priced for a clean sweep, four extra Sale Lots are:
Up to 50c values, 15c
Up to \$1.00 values, 29c
Up to \$1.50 values, 50c
Up to \$2.50 values, 99c

The most RADICAL REDUCTIONS have been made on ALL

MILLINERY

EVERY HAT IN THE DEPARTMENT HAS BEEN GIVEN ITS "WALKING PAPERS." WE HAVE GIVEN THE PRICES A FINAL KNOCK. OUT THEY GO AT ANY PRICE.

ALL BED SPREADS Sacrificed in this CLEARANCE SALE.

Clearance is imperative, the whole stock is included, though but a few prices are quoted:

\$1.00 Bed Spreads 55c
\$1.50 Bed Spreads 84c
\$2.00 Bed Spreads \$1.10
\$2.50 Bed Spreads \$1.30

ALL RIBBONS

At clearance sale prices way less than half regular value.

20c Ribbons, all colors, for 9c
25c Ribbons, all colors and fancies, 15c
50c Ribbons, all colors and fancies, 23c
75c and \$1.00 Ribbons, beautiful styles, for 45c

The Most Tremendous Clearance Sale Reductions on ALL WHITE GOODS.

DOWN GO PRICES. EVERY WHITE GOODS PRICE IS CUT. Astounding reductions from former unmatched prices. Values that should draw enthusiastic buyers from miles around Salt Lake. We dare say that even the most vivid imaginations have not pictured such values as we will give in this sale.

12½c White India Linon at, a yard 6c
16-20c White Persian Lawns at, a yard 8½c
20c White Dotted Silks at, a yard 9½c
50c White Silk Mull, at, a yard 9½c
22½c White Duck, at, a yard 11½c
25c White Waistings at, a yard 14c
30c White India Linon, at, a yard 16c
40c White Persian Lawns at, a yard 19c
All the long Cloths and finer White Goods marked down in proportion.

ALL PARASOLS

MUST GO

Children 25c Parasols go at 12c
35c Parasols, 19c
50c Parasols, 29c
75c Parasols, 49c
\$1.00 Parasols, 59c
\$1.50 and \$2.00 Parasols, go at 99c
All Ladies' Parasols at half price.

NOTIONS

At Give-Away Prices

25c Hose Sup-porters for 10c
50c and 40c combs, 19c
25c Dress Shields, for 10c
10c Toller Soaps, for 3½c
3c White Tape, a roll 1c
25c Dressing combs 12c
25c Wash Belts, for 10c
10c Pearl Buttons, a dozen 2½c

ALL CORSETS

At Sweeping Reductions

Every kind! Every style! Every quality! is included in this sale. No reserve. 50 dozen fine White Batiste Corsets long over the hips and front, medium high bust, all sizes, with front and side hose support; excellent \$1.00 value 49c

Couch Cover, Portiere and Curtain Prices

Unmercifully Scalped.

THE REDUCTIONS ARE RADICAL AND FAR REACHING, INCLUDING OUR ENTIRE STOCK. READ SOME OF THE PRICES THAT WILL CAUSE THE SELLING:

60c Lace Curtains 29c
75c Table Covers, 29c
\$1.00 Couch Covers, 55c
\$2.00 Lace Curtains, \$1.18
\$2.50 Portieres, \$1.28
\$4.00 Curtains, \$1.88
\$5.00 Couch Covers, \$2.60

It's the Most Powerful CLEARANCE SALE of BOYS' CLOTHING and GENTS' FURNISHINGS

The entire stock will be disposed of at losses which would appal any less aggressive concern. Prices are no object now. Our aim is to sell out the goods.

25c Gents' Half Hose, in this sale 12½c
35c Men's and Boys' Underwear, in this sale 19c
\$1.00 to \$1.50 Men's Dress Shirts, in this sale 69c
\$2.00 Nightgown Shirts, in this sale 98c
\$2.00 Boys' Wash Suits, in this sale 98c
\$4.00 Boys' Knee Pants Suits, in this sale \$1.95
\$5.00 Boys' Knee Pants Suits, in this sale \$3.95
\$10.00 Boys' Knee Pants Suits, in this sale \$4.95

A Gigantic Disposal of All Table Linens, Napkins, Towels and Crashes

TERRIFIC REDUCTIONS ON THE ENTIRE STOCK—YOU'LL WANT YOUR PLACE AT THE COUNTER AHEAD OF MOST FOLKS. FOR IT'S GOING TO BE ONE OF THOSE SALES EVERY-ONE COMES TO.

84c Towels, at each 3c
10c Crash Toweling at a yard 5c
20c Towels, at each 11½c
25c Towels, at each 15c
80c Red Table Damask at a yard 16½c
40c White Table Linen, at a yard 21c
50c Hemmed Napkins, per dozen 48c
All the finer Grades marked down in proportion.

IT'S A POWERFUL CLEARANCE SALE. ALL SUMMER GLOVES

MUST MOVE, AND MUST MOVE QUICK. HERE ARE THE PRICES TO HURRY THEM ALONG.

Ladies' 2 clasp Lisle Thread Gloves, black, white and all colors, 50c grade, Sale price 23c
Long Lisle Thread Gloves, black or white, 90c grade, for 39c
16 B length Lisle Thread Gloves, extra fine, \$1.50 quality, black and white all sizes, for 79c
Kaysers Pure Silk Double Tipped Gloves, 12 B length, black, white and colors, cut from \$1.00
Kaysers 16 B length pure silk Double Tipped Gloves, cut from \$2.00 to \$1.29
Kaysers 16 B length best heaviest quality pure Silk Gloves, all sizes, black or white, regular \$1.79

ALL SHOES

Cut in Price Lower Than Ever

Sale prices that should create intense interest when the goods are seen and the remarkable savings realized.

Infants' Strap Slippers, many styles, sizes 1 to 3 value up to \$1.00, at 55c
Children's Strap Slippers, sizes 5 to 8, at 85c
Misses' Patent or Kid Strap Slippers, sizes 1½ to 2, at \$1.23
Children's Black Oxfords, sizes 5 to 8, at 85c
Misses' Black Oxfords, sizes 8½ to 11, at 98c
Children's soft sole Shoes, sizes 1 to 2, at \$1.45
Infants' Shoes, leather soles, sizes 1 to 3, value up to \$1.25, at 50c
Ladies' Black Kid Oxfords, value up to \$2.25, at, per pair \$1.55
Ladies' Black Kid Oxfords, value up to \$2.25, at, per pair \$2.15
Any Ladies' Oxford in the entire stock value up to \$5.00, at, per pair \$2.95
Ladies' Patent Kid Oxfords, value \$3.25 at per pair \$2.20

A MOST POWERFUL CLEARING SALE

All Summer Underwear

Without reserve or exceptions at lowest Clearing Sale prices, making them the most wonderful Bargains ever given in Salt Lake.

Ladies' low Neck Sleeveless Vests, all 12½c grade Sale 8½c
15c grade, Sale 10c
25c grade, Sale 12½c
35c grade, Sale 19c
45c grade, Sale 39c
75c grade, Sale 50c
Ladies' Low Neck Sleeveless Union Suits, all sizes, 50c grade, Clearing sale 25c
Ladies' best 35c grades in high neck Vests, with long or short sleeves, and knee or ankle length pants, go in this Sale 25c