

IMMEDIATE AND ABSOLUTE CLEARANCE Must Be Effected! WE MUST UNLOAD!

The Savings Offered in THIS MIGHTY CLEARANCE Wipe all Former Records Off the Slate!

FORCED UNLOADING SALE STARTS AT AUERBACH'S MONDAY, JULY 8TH, AT 9 O'CLOCK SHARP

This July Clearance Sale is an Earthquake that will shake the foundation of values, obliterate all cost and clear our counters, cases and shelves, so that we may fully carry out the store's policy of New Stocks for the New Season. It's the Greatest Sacrifice in the career of this ever going-ahead store.

ABSOLUTELY NOTHING IS IGNORED---EVERYTHING INCLUDED. EVERYTHING IS ON SALE AT ACTUAL COST OR LESS.

The sacrifice is not a matter of choice. We are compelled to do it. Our ever-growing business demands three times the space available. We have no room for Summer Goods after the season is over, that's the story in a nutshell.

No greater opportunity was ever yours than that which begins Monday Morning at 9 o'clock.

A TREMENDOUS SALE OF BED SHEETINGS, PILLOW CASINGS, MUSLINS, and DOMESTICS.

The entire stock to be sacrificed. Unprecedented reductions. Turn the opportunity into profit. Just read part of the news. \$1-2c Bleached Muslin at a yard 4c 20c Bed Sheet at a yard 20c

PRICES LAID WASTE!

On thousands of dollars' worth of SHEETS & PILLOW CASES. Energetic clearance spirit runs riot during this week of the greatest clearing sales. Read two of the amazing bargains. 15c Pillow Cases at a yard 9c 50c Bed Sheets at a yard 57c

We've Cut Prices to Pieces in this Sale of

WOMEN'S SHORT KIMONAS. Such chopping and cutting was never before known. A specimen item: 500 Women's Short Kimonos, of good quality demity lawn, clearing price 19c

ALL PETTICOATS Tremendously Reduced in this FORCED CLEARING SALE!

Did you ever dream of such possibilities? 30 dozen Gingham Petticoats, fancy stripes, sold regular at 75c; clearing price 43c

Children's White and Colored

DRESSES

All marked for this great clearing sale to force rapid selling. Dresses for girls 6 to 14 years neatly made of splendid Seersucker, well worth \$1.00 each, sale price 50c

CLEARANCE SALE

Price Reductions on all CORSETS!

Out they go with prices which insure their rapid removal. One lot of regular \$1.00 to \$1.50 grades on sale each 75c at. Another lot of \$2.50 to \$4.00 corsets to clear up 1.95 All are reduced. None are reserved.

MEN'S AND BOYS' SHIRTS

Of every sort is being ruthlessly sacrificed. Price cutting was never so great. Here's an example: \$1.00 and \$1.25 fine dress and work shirts in sizes for men and boys; all go in this sale 43c

A FORCED CLEARING SALE OF Lace Curtains, Portieres & Couch Covers

AT THE MOST STARTLING REDUCTIONS EVER MADE. Such Price Reductions as will bring the people here from everywhere. Curtains, muslins, 16 1/2-20, go at a yard 11c 45c Curtains got at, a pair 29c 50c Curtains on sale at, a pair 44c \$1.00 Couch Covers marked down to, each 55c \$1.50 Couch Covers go at, each 58c Lace Curtains worth \$2.00 on sale at, a pair 1.18 Lace Curtains, worth \$2.50, on sale at, a pair 1.39 All finer Curtains, all finer Couch Covers and Portieres go at cut prices that insure rapid selling.

A GIANT CLEARING SALE OF ALL

WASH GOODS and WHITE GOODS

THE ENTIRE STOCK IS INCLUDED IN THIS SWEEPING RIDDANCE SALE. YOU WILL AGREE IT'S THE GREATEST SALE OF ITS KIND THE MINUTE YOU LAY EYES ON THE GOODS. IT'S THE MOST DECISIVE OF ALL PRICE BREAKS.

All 12 1/2c Wash Voiles, 10c Wash Belges, and 8 1-2c Apron Gingham go in this sale. 3 1/2c per yard. 6 1/2c Percales, scarce at 10c, marked down to a yard. All the 15c Sheer Wash Fabrics in this slaughter at 7 1/2 1000 yards White India Linon—value 15c—reduced to, per yard 8c Pick out 20c and 25c Sheer Wash Fabrics, including Silk Mulls and printed dotted Swisses—in this sale at, a yard 9c White dotted Swisses—regular 20c—go at, a yard 11c Choice of up to 40c Wash Goods Novelties; handsome sheer silky materials—in this sale, per yard 16c While they last, up to 60c Imported Wash Goods Novelties go in this slaughter, per 24c 12-yard lengths of White English Long Cloth, regular \$1.80 go, per bolt 1.39 12-yard lengths of White English Nainsook—value \$2.75—on sale, per bolt 1.44 The entire stock of White Goods goes at astonishing reductions.

A FORCED CLEARING Sale of SILKS!

The entire stock at radical reductions, down, down, down go the prices to the very lowest depths of bargaindom! What do we care for losses now! We must get rid of the silk, and we intend to! You'll help! Read the amazing values and see. Japanese silk, all colors. Forced sale price, per yard 24c Wash silks, fancy stripes and checks. Value 60c, forced sale price 33c Black taffeta silk, 19 inches wide. Value 65c, forced sale price 39c Taffeta silk, all colors, 19 inches wide. Value \$1.00, forced sale price 59c Fancy silks for suits and waists. Value up to \$1.00, forced sale price 49c Fancy silks for suits and waists. Value up to \$1.00, forced sale price 58c

A FORCED CLEARANCE SALE OF WOOL DRESS GOODS

We are tired of seeing them about their room to us is worth more than they are. Cost is not regarded in pricing them and the quicker the clearance the better we shall be. You can scarcely afford to miss such an opportunity. 50c Henriettes, Cashmeres and Novelty Suitings, 36 inches wide in the slaughter sale, yard 30c 60c storm serges, Mohair novelties, Trilliantines, Check Voiles, etc. in this slaughter sale go at, a yard 33 1/2c 75c Wool Albatross, Panama, Serges, Nun's Veilings, 36 in. wide, in this slaughter sale, yard 49c 90c and \$1.00 novelty suitings in Broken Checks, Plaids and fancy Mixtures, to go in this slaughter sale at, a yard 59c

ESTABLISHED 1864 J. Auerbach & Bro. ONE PRICE TO ALL NEVER UNDERSOLD

A FORCED CUT-PRICE CLEARING SALE OF TAILORED GARMENTS

The reductions in prices given here amount to a small fortune, but we want the business and we want it in a hurry. This sale will bring it. We must make room for fall goods. These prices will do it. CLEARING SUMMER DRESSES \$10.00 Linen Jacket Suits, reduced to, \$4.00 \$15.00 Silk Juniper Suits, all sizes, now, \$6.90 CLEARING WOMEN'S COATS \$8.50 Peau-de-Sole Silk Coats, clearing price, \$3.98 \$12.50 Taffeta Silk Coats, 30 inches long, at, \$6.75 CLEARING WOMEN'S SKIRTS \$2.00 Outing Skirts, of Sateen, Gingham or Ducking at, 88c \$3.00 White Linen Dress Skirts, all lengths, now, \$1.55 CLEARING PETTICOATS \$1.50 Black Sateen Petticoats, the Elite make, now 89c \$6.00 Taffeta Silk Petticoats, fancy colors only, to close at, \$2.98

Pattern Hats Must Go! Trimmed Hats Must Go! Imported Flowers Must Go! Ostrich Feathers Must Go!

An Unprecedented CLEARANCE SALE OF MILLINERY!

A sort of "Giving Away" Sale which will rapidly dispose of all remaining Hats—after the most successful Millinery Season in our history. Ladies' Kid Oxfords, value up to \$2.15, all colors, at, \$2.15 BIG BARGAIN TABLE FILLED WITH SHOES, SLIPPERS AND OXFORDS for infants, children, boys, misses, and women, at less than factory cost.

A FORCED CLEARANCE Sale of ALL SHOES.

The whole stock is reduced for this event. Prices have been cut to the Rock Bottom. Such havoc, such values, such bargains, will be a revelation to the shrewdest, sharpest, shoppers that even sought rich values. MISSES' SLIPPERS AND OXFORDS (sizes 1 1/2 to 2) value up to \$1.29 1/2 value up to \$1.29 \$2.00, in this slaughter at, 1.29 INFANTS' SHOES (sizes 2 to 5) value up to 85c, in this sale, 55c LADIES' KID OXFORDS, value up to \$2.15 2 1/2 to 6 value up to \$1.50, our clearance price, pair \$2.95

A FORCED CLEARANCE SALE OF All Clothing and Gents' Furnishings.

A thorough clean, sweeping, cleaning out of this department, resulting in tempting bargains the like of which you will not find again in years. Hints of the sale economies: Men's and boys' 4-eply linen collars, in all sizes and styles. Value 15c, in this sale at, 8 1/2c 75 dozen men's 1/2 hose in plain and fancy colors, stripes and checks. Value 25c a pair, in this sale at, 12 1/2 75 and 100 CHILDREN'S WASH SUITS, made in the Russian Blouse styles, in assorted colors and patterns, sizes 2 to 7, in this sale at, 37c BOYS' TWO-PIECE SUITS, in light and medium colors, Sizes 6 to 12. Regular \$2.50, in this sale at, 1.39 75 SHORT AND LONG PANTS SUITS, in nobby patterns, and in the popular shades, Norfolk and Knickerbocker styles. Values \$2 to \$3.00, in this sale at, \$2.15

A FORCED CLEARANCE

Little Boys' Calf Shoes (sizes 8 1/2 to 13 1/2) value \$1.50, go at factory cost 98c LADIES' PATENT OXFORDS (sizes 2 1/2 to 6) value up to \$1.50, our clearance price, pair \$2.95

A RADICAL AND ABSOLUTE CLEARING SALE OF

HOSIERY AND KNITTED UNDERWEAR.

A BARGAIN GIVING EVENT THAT WILL SURPASS ANY THAT WE HAVE EVER ATTEMPTED IN THE PAST CLEARANCE SALES. NO REGARD FOR ORIGINAL COST OR VALUE. ALL SUMMER GOODS MUST GO. Ladies low neck, sleeveless Vests go in this sale at these reductions: Regular 12 1/2c grade, 8c 40c grade, on sale Best 15c values in this sale at, 10c All our regular 20c vests, sale price, 12 1/2c Best 25c grade, sale price, each, 17 1/2c Qualities that are best 25c and 40c grade, on sale 25c The best 50c grades go in this sale at, 39c 100 dozen Misses' low neck, sleeveless Union Suits, best 20c quality, sizes 10 to 15, on sale at, 25c Children's lace trimmed knee length pants, best 20c grade, on sale at, a pair 10c 100 dozen Ladies' fast black, seamless Cotton Hose, all sizes; the best 12 1/2c quality, on sale 8c Children's extra fine ribbed fast black or white seamless Maco Cotton Hose in an excellent 25c quality, go in this sale 12 1/2c Ladies' fast black fine Maco Cotton Hose, silk embroidered; all sizes; best 35c value; in this sale at, 19c Children's fast black or white fine ribbed Hose, all sizes; best 25c quality; to close out, in this sale 19c Children's fast black, seamless Cotton Hose, all sizes; best 12 1/2c quality; in this clearance sale 7 1/2c

ALL RIBBONS

Plains and fancies at clearance sale price reductions that make them the greatest ribbon bargains on record. Don't miss the special lots at, a yard 15c 10c and 5c LADIES' NECKWEAR. Secure your share of these most stupendous bargains Salt Lako has ever known. Turn Over Collars 20c and 15c values in this sale 8c Fancy & Lace Stock Collars 25c to 50c values in this sale 19c

A FORCED CLEARING SALE OF

ALL SHIRT WAIST SUITS. Clearing must be quick and certain. The entire stock sacrificed. Here's a specimen item: 300 tan colored dimity lawn shirt waist suits, our regular \$1.75 kind. Reduced to 79c

THE MOST STUPENDOUS REDUCTIONS

On all plain and Embroidered White Flannels. Clearing stocks at underpricing that'll make them vanish in a glance. Can you resist such value as this 1,000 yards white all wool flannel, 49c value 80c, in this sale, a yard

A Phenomenal CLEARANCE SALE OF

ALL BED SPREADS AND PILLOW SHAMS. The slaughter is terrific. Early risers will get the pick. 2 specimen items: 75c pillow shams go 35c per pair \$1.00 white quilt, go at each 63c

Way Down Clearing Prices on LININGS.

Rushing them out, the entire stock marked down to insignificant prices that'll make them vanish in this sale. Here's an example—All 25c French Percalines at 14c a yard.

This Sale of MEN'S and BOYS' UNDERWEAR

MAKES A CLEAN SWEEP OF EVERY GARMENT. THE DEPTH OF REDUCTION SPEAKS FOR ITSELF. FROM THE FOLLOWING SPECIMEN ITEM: 50c and 40c Boys' summer underwear, in this sale, per garment 23c 75c and \$1.00 men's summer underwear, in this sale, per garment 39c

THE GREATEST FEATURE OF THIS The Greatest Clearing Sale

EMBROIDERIES. A willful sacrifice of values at the shrine of quick-clean-up-of-stock. All flouncing, all corset cover embroideries—All all over embroideries, all headings, all edgings, all insertions, everything in our entire embroidery stock and never have we shown such vast assortments, goes in this clearance sale at 1-3 to 1/2 off the regular values. See our wonder sale lots at a yard— 25c, 19c, 15c, 10c, 7 1/2c and 5c

MUSLIN UNDERWEAR FOR LADIES AND CHILDREN.

You'll marvel at the values offered for this greatest of all clearance sales. The entire stock must go, and price reductions like these will and must have the desired effect. Don't delay. Be here on time and secure the biggest muslin underwear bargains you ever thought or heard of. Children's Drawers, made of excellent muslin, with hem and tucks 10c Children's skirts, well sewed of good muslin, on sale at, 10c Excellent quality lace trimmed Ladies' Muslin Drawers— 45c grade at, 25c Ladies' 75c Night Gowns go in this sale 49c at, Ladies' best 6c to 75c Corset Covers—all sizes in great variety of styles—on sale at 39c Ladies' Skirts—regular \$1.75 and \$2.00 grades—go in this sale at, each, \$1.19

COME EARLY IF YOU CAN, AND STAY LATE, THE MORE YOU'LL BUY, THE MORE YOU'LL SAVE