

It Will Be Continued!

ANOTHER WEEK.

OUR MONSTROUS JUNE SALE—THE SALE OF SALES.

The demand has been so heavy for the week past that we realize that only by doubling the time can we serve those who would avail themselves of the opportunity.

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

All Profits Abandoned!

LOSSES TAKEN.

OUR MONSTROUS JUNE SALE—THE SALE OF SALES.

We have had a general over-hauling, re-arranging, re-marking and cutting down of prices all over the store—making the values for this second week of the sale truly remarkable.

Crowded Every Day Last Week!—Crowded Beyond Precedent!

Crowded With the People Who Have Learned to Look to "F. AUERBACH & BRO" For the Real Thing In the BARGAIN WAY

NEXT WEEK WILL BE MADE GREATER THAN LAST

Greater in the Character of the Offerings, Greater in the Values, Greater Every Way. It Has Taken a Sale Such as This to Demonstrate our Tremendous Bargain-Giving-Power, Which Means a Colossal Organization and Almost Limitless Buying of the Auerbach Store. A Power Which We Shall Still to Use to Still Further Emphasize the Conceded Fact, viz., That We Sell Cheaper Than Any Store in Salt Lake. Hints for Monday and the Week—Which No Wise Buyer Can Afford to Miss.

Torchon Laces.

Dozens of patterns to choose from, ranging from 1/2 to 3 inches wide and worth up to 12 1/2 cts a yard on sale among the other big lace bargains, at, per yard—

5 cts.

SILESIA.

Silesias, extra values, 12 1/2 quality, per yard—

12 1/2 cts.

SKIRT LININGS.

Kid Finish Skirt Linings, per yard—

3 1/2 cts.

JAP SILKS.

Jap Silks, all colors, the soft kind, per yard—

24 cts.

KAIKI SILKS.

Corded Kikai Silks, 35 different designs, all fast colors, 45 and 50c values, per yard—

28 cts.

The Supreme

Wash Goods And White Goods

Event of Many Years

BEGINS MONDAY MORNING. SPREAD THE NEWS. TAKE ADVANTAGE, ONE ALL.

Be on the Field of Battle Early Monday Morning.

Zephyr Gingham and Percales

Another 100 pieces of American Fine Zephyr Gingham, warranted to be the best for the money at 10c in this sale per yard—

5 1/2c

100 Pieces of yard wide Percales (not calico) positively worth 12 1/2c, on sale, per yard—

6 1/2c

1,000 yards of Union Linen Madras Gingham, actual value 20c, go in this sale, per yard—

8 1/2c

Black India Linens and Fancy Black Lawns.

Fast Black India Linen, worth 12 1/2c, go per yard—

7 1/2c

Worth 15c, go per yard—

8 1/2c

Worth 18c, go per yard—

11 1/2c

Absolutely fast black Leno stripe Lawns, bought to sell at 18c, go per yard—

9 1/2c

Fast Black Mercerized Satin Striped Dimities and Black skeleton striped Lawns, well worth 30c, in this sale, per yard—

18c

All 45c Black Goods, Novelities, at—

32c

All 65c Black Goods, Novelities at—

45c

Grass and Holland Linens.

In the natural Linen color for outing and traveling suits: Regular price 22 1/2c, sale price, per yard—

15c

Regular price 25c, sale price, per yard—

18c

Regular price 30c, sale price, per yard—

21c

Regular price 35c, sale price, per yard—

24c

Regular price 37 1/2c, sale price, per yard—

29c

All Colored Lawns and Wash Goods Novelities.

Dozens of Bolts of Dress Batiste Lawns, worth up to 20c, one sale, per yard—

9 1/2c

Thousands of yards of Embroidered Colored Swisses, Imported Dimities, Printed Persian Lawns and Batistes, worth up to 25c, on sale, per yard—

12 1/2c

All 30c Dress Lawns, go, per yard—

16c

35c Novelty Wash Fabrics, marked down to, per yard—

19c

40c Wash Textiles, reduced to, per yard—

21c

50c Silk Dress Mulls, in all colors, at a yard—

28c

All Novelities reduced in proportion.

ALL STAPLE WHITE GOODS.

12 1/2c White India Linen, on sale, per yard—

7c

20c White Victoria Lawn, on sale, per yard—

12c

25c White Swiss Mulls, on sale, per yard—

15c

37 1/2c White Sheer Swiss, on sale, per yard—

23c

50 inches wide White Paris Lawn, value 45c, on sale at—

24c

50 inches wide White Wash Chiffon, value 60c, on sale, per yard—

34c

All finer White Goods reduced in proportion.

ALL WHITE WAISTINGS.

25c White Canvas Effects, Oxford, on sale, per yard—

14c

White Damassees, worth 60c, on sale, per yard—

34c

White Shirt Waist Linen, worth 75c, on sale, per yard—

44c

White Oxford, plain and fancy, worth 75c, on sale, per yard—

49c

Fancy White Damask, worth 85c, go, per yard—

59c

White Satin Foulards, worth \$1, on sale, per yard—

66c

WASH SILKS.

White Wash Silks, also 35 shades in evening and street colors, 70c quality, per yard—

48 cts.

Brilliantines.

Mohair Brilliantine, 36 inches wide, in Black and Colors, 45c quality, per yard—

24 cts.

Our Millinery Department.

The Monstrous June Sale Reductions.

For the second week of the sale we have made the biggest cuts of all. All Children's Hats marked down to the lowest possible prices. All ladies' hats even marked below the cost of production. For the clean up of all fancy ribbons we have reduced the prices to ridiculously little ones. Its a sale that has no counterpart in the past and will soon be equalled in the future.

A Colossal Price Cutting on Every Ready-Made Outer Garment!

GREATER REDUCTIONS. ADDED STOCKS. We have this week drawn on our great wholesale stock, fill the gaps made by the daily crowds. Every nook and corner of this department is a veritable bargain spot.

WRAPPERS. Percales and lawns, newest styles and best patterns—

10 dozen fine Sea Island percales, waist in white grounds with hairline stripes, all sizes. Regular price 75c, Sale Price—

10 dozen long Kimonos in light and dark, values up to \$1.25 on sale for—

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SILKS AND DRESS GOODS.

By all odds the Greatest Sale that will be held this season, and here are bargains that will pull the entire trade of Salt Lake here tomorrow.

ALBATROSS SUITINGS, warranted all wool, soft and crepe finish in Reds, Pinks, Dark and Light Blue, Sage, Myrtle and Light Green, Greys, Tan and Modes, Heliotrope, Lavender, etc., values up to 70c. Clearing at (per yard) —

35c

FRENCH SERGES, Black and 50 street shades. All this season's colors, very fine quality, imported to retail for 75c, all pure wool. Clearing at (per yard) —

44c

BLACK ALPACCA, Best English makes, rich Black and Lustrous quality value, 70c. Clearing at —

48c

SILK EOLIENNES, 44 inches wide, pure silk warp, French Eoliennes, a sheer light weight material in all the wanted summer colors. Clearing at (per yard) —

79c

BLACK SHEER MATERIALS, values up to \$2.50 per yard in all the wanted weaves, such as Voiles, Etamines, Twines, Hemstitched Nuns Veilings, imported Mohairs, etc., etc. Clear at —

\$1.19

CREAM MATERIALS in French Serges, Brilliantines, Chevots, Basketts, Bedford Cord, Etamines, Voiles, Twines, Silk Warp Materials in plain and Seeded effects, in fact entire mammoth cream stock. Clearing at—

Half Price.

BLACK AND COLORED TAFFETAS, 3,000 yards assorted Cream, White and 20 assorted colors, values 75c, 85c and 90c. Clearing at —

55c

NOTICE. Entire stock of our silks, the largest in the inter-mountain states, reduced during this clearing sale from 25 to 50 per cent off regular prices and all fancy and novelty silks at less than—

Half Value.

LADIES' FINE MUSLIN UNDERWEAR

SUCH UNDERWEAR SELLING WAS NEVER BEFORE KNOWN IN THE HISTORY OF SALT LAKE. BAGER BUYERS IN GREAT THROUGHS CROWDED THIS DEPARTMENT AND BETTER PLEASED CUSTOMERS WERE NEVER SEEN ANYWHERE. TO KEEP UP THE ENTHUSIASM WE OFFER THESE SPECIAL ATTRACTIONS IN HIGH CLASS UNDERWEAR AT PRICES THAT WILL SIMPLY AMAZE YOU. BE ON HAND EARLY AND SHARE IN THIS MAGNIFICENT BARGAIN OFFERING.

LADIES' SKIRTS. Elegantly trimmed in Lace or Embroidery, made of fine sheer cambric, choice of 5 styles, worth \$2.45 each, on Sale at —

\$1.50

LADIES' SKIRTS. made of fine Nainsook or French Cambric trimmed in the prettiest Lace or Embroidery, values up to \$4.25 each, are sale attractions at —

\$2.50

LADIES' SKIRTS. that are unsurpassed for fineness of materials and beauty of trimmings in grades usually sold up to \$5.00 each, go in this sale at —

\$4.50

LADIES' GOWNS. Choice of 6 different styles, made of splendid muslin lace or embroidery trimmed good \$1.25 values at —

75 cts.

LADIES' GOWNS. In 4 different styles made of finest sheer French Cambric, prettily trimmed in Val Lace or Swiss Embroidery, excellent \$3.00 grades on Sale at —

\$1.69

LADIES' DRAWERS. A variety of nobby styles made of best fine materials and trimmed to please the most fastidious dressers, good \$2.50 values, on sale at —

\$1.35

ALL CORSET COVERS, ALL CHEMISE, ALL SKIRTS, EVERY GOWN AND EVERY PAIR OF DRAWERS ARE SPECIALLY REDUCED AND BEAR A PRICE CHARM YOU CANNOT RESIST.



Summer Dresses For Misses' and Children.

Attractive for the excellence of materials and workmanship, attractive for the neat and pretty styles, made doubly attractive by the low prices made for the second week of the Great June Sale. There'll certainly be lively selling so be on hand early in the week before assortments are broken.

Misses' Chambray Dress with square yoke, surrounded by wide lace ruffle, edged neatly trimmed, sizes 6 to 14, a splendid \$1.50 Dress at —

95c

Misses' Dress, made of extra quality Madras Cloth, with tucked full blouse front and embroidery trimmed, a splendid \$2.75 dress, sizes 6 to 14, at —

\$1.85

Misses' White Dress, made of fine lawn, with back and front yoke of Durbess Lace and eading surrounded by wide lace trimmed ruffle, sizes 6 to 14, reduced from \$3.50 to —

\$2.25

Misses' White Dress of extra fine White Organdie, made with extra drop skirt, the entire dress elegantly trimmed, in fine Valenciennes Lace, a fine \$6.50 Dress, sizes 6 to 14, at —

\$4.65

Misses' Dress of fine striped Madras Cloth, with Bolero effect, Jacket front and wide embroidery trimmed ruffles over shoulder, in sizes 6 to 14, a splendid \$3.00 Dress, at —

\$2.10

Here Are Price Wonders to Astonish You.

From Our Curtain Department.

Values that are stunners. "How can they do it? How is it possible? Whoever heard the like?" Such and similar were the expressions of this week's buyers in our Curtain Department. What will they say next week? For the values are GREAT, if anything. All 1 1/2 White Sash Swisses, on Sale per yard —

7 1/2c

All 2 1/2 White Drapery Swisses, yard wide —

11c

100 Chemise Table Covers value 85c, marked down to —

44c

50 Tapestry Table Covers, usual 90c, go at, each —

53c

A New Shipment of \$2.00 Lace Curtains, sacrificed for —

\$1.69

20 Pairs of \$4.50 Lace Cur- tains, to be sold, per pair —

\$2.85

All finer Curtains. All finer portions reduced in proportion.

IN OUR BOYS' CLOTHING and GENTS' FURNISHING DEPT.

Prices Slashed to Atoms in This Section. The Following Quotations Will Corroborate the Above Statement.

Wash Pants—25c and 35c values, Sale Price —

15c

Child's Sailor House Waists—Latest Patterns Percales, 25c values, Sale Price —

25c

Boys' Sateen Shirts—Light 25c values, Sale Price —

25c

Windsor Ties—New Patterns, 50c values, Sale Price —

10c

Black and White Striped Shirts—All sizes for Men, 35c values, Sale Price —

20c

Men's Golf Shirts—Two Collars and one pair Cuffs, to match, value \$1.00, Sale Price —

50c

Child's Sailor Suits—Navy Blue Flannels, ages 4 to 8 years, \$2.50 values, Sale Price —

\$1.45

Boys' Two-Piece Suits—A variety of patterns to select from \$2.50 values, Sale Price —

\$1.70

Knee Pants Suits With Vests—Good values, at \$4.00 and \$4.50, Sale Price —

\$2.50

Youth's Long Pants Suits—In Medium Patterns, ages 16 to 20 years, \$5.00 values, Sale Price —

\$2.95

Men's Underwear—Fine Balbriggan, in Blue, Black and Fancy Striped, extra 50c values, Sale Price, per garment —

35c

Children's Straw Hats—In latest shapes and patterns, 25c and 30c values, Sale Price —

18c

Linen Dept.

A cut price sale that not one woman in a thousand can afford to miss, be she rich or poor. The opportunity to provide here wants, even of the far future, is too real to be trifled with, for regardless of the prices that almost baffle belief, the Goods are the finest that money can buy. 1,000 Turkish Bath Towels, 1 1/2 yards long, cheap at 25c, go in this sale at —

10c

500 yards bleached Table Linen, 58 inches wide, well worth 60c, in this sale at, per yard —

33c

A heavy Loom Dice Hotel Linen, value 65c, marked down to, per yard —

38c

50 dozen bleached Napkins, worth 50c, go, per dozen —

55c

The best \$1.15 Full bleached Irish Table Linen, two yards wide—you'll find 75c reduced to, per yard —

75c

10 pieces of \$1.75 Table Linen, every pattern different, will go flying at, per yard —

\$1.20

All Toweling, Crashes, Napkins, Towels, and every yard of Table Linen in the department reduced in proportion.