

IT'S A HURRICANE CLEARING SALE

A HUGE SUCCESS!

Our Paramount Aim is to effect a quick and absolute clearance of all Summer stocks, and every energy at our command is devoted to that purpose. The Reductions we have made from our former selling prices are destined to establish new standards of value giving and effect entire stocks. If Bargains ever brought crowds there'll be the Biggest Kind of a store crowding here every day of next Week's Sale. NO APPROVALS, NO SAMPLES IN THIS SALE. DOORS OPEN AT 9 O'CLOCK.

This evening we announce a Continuation of the Sale, the merit of which was manifested by the rapidity with which the Merchandise Sold last week. The Most aggressive Campaign of After-Season Selling ever participated in by the People of Utah is now in full swing at This Store. The Reductions we have made from our former selling prices are destined to establish new standards of value giving and effect entire stocks. If Bargains ever brought crowds there'll be the Biggest Kind of a store crowding here every day of next Week's Sale. NO APPROVALS, NO SAMPLES IN THIS SALE. DOORS OPEN AT 9 O'CLOCK.

THE RIBBON RUSH.

Goes right on for the second week of the great Hurricane Sale, every width, every color, every style, is replenished from our great reserve and wholesale stocks every line in the entire department is priced far below the regular or ordinary sale prices, but extraordinary are the Ribbon Values in our special counter lots at—

19c 10c 5c

ESTABLISHED 1864

T. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

And We Never Waged A MORE SPIRITED Clearing Campaign

than the one now in progress all over this Store—in compliance with our strict rule. ALL SUMMER GOODS MUST GO—NONE WILL BE CARRIED OVER!

Bleached Muslin.

1,000 yards more of The Best Bleached Muslin in this Hurricane sale, per yard—

51c

Unbleached Muslin.

100 pieces of The Heaviest Unbleached Muslin Made in this Hurricane sale, per yard—

7c

Zephyr Gingham.

100 pieces more of The Finest 12½ Zephyr Gingham, in this Hurricane sale, per yard—

7c

Handkerchiefs

FOR LADIES' AND CHILDREN.

This Wonderful Value in a Pair Sample of What We Are Doing in Prices Throughout our Handkerchief stock, 100 dozen Ladies' pure Linen, extra-soft, extra-plain, extra-attached Handkerchiefs, in the best 12½ grade, goes in this Hurricane sale at—

7½c

Parasols

FOR LADIES' AND CHILDREN.

The Hurricane sale reductions made them the greatest bargain ever shown. The entire line of children's Parasols divided into two great sale lots, up to 25c value, at—

12c

99c

Second Week of the Hurricane Clearing Sale of Women's Apparel.

LADIES' SHORT KIMONAS, made of Lawn, White Backgrounds with dotted designs. Regular price 50c, now—

25c

LADIES' DUCK AND CRASH SKIRTS, colors blue and black, with dotted designs also plain tans, cut generously full. A good skirt for \$1.25. A bargain for—

65c

WHITE LAWN AND COLORED MERGIZED WAISTS, A variety of styles to select from, all sizes, regular \$1.25 values, marked down to—

79c

LADIES' LONG KIMONAS, made of Lawn, White Backgrounds with dainty flowered designs. Regular \$1.50 values. Now,—

79c

LADIES' WASH SHIRT WAIST SUITS, an assortment of noble styles, a variety of materials and colors, all sizes. Don't fail to take advantage of this special offering. Values up to \$3.00. All to be sold for—

\$1.75

JAP SILK WAISTS trimmed with lace insertions and tucks, come in black and white, all sizes, value \$4.00 to be sacrificed at—

\$1.95

LADIES' WHITE LAWN SUITS, very dainty, trimmed down the front with lace insertions, very new, plaited sleeve with tucked cuff, tucked collar with lace trimmed epaulet full skirts to match waists. A \$6.00 suit marked down to—

2.45

BRILLIANT SKIRTS made very full with fine gorges and neatly tucked, colors blue and black. \$2.00 Skirts that have tumbled down to—

\$5.85

WALKING SKIRTS OF GRANITE CLOTH, colors black and blue, faultless fit, and sized to fit anybody, graduating plaited effect. A \$10.00 Skirt for—

\$5.95

LADIES' ¾ and FULL LENGTH SILK COATS, Loose front and back with yoke effect, belted and shirred backs, semi-fitting coats. A conglomeration of all of the season's latest style features. Some are worth \$25.00. The hurricane has swept them down to—

10.35

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10.35

The Mighty Sacrifice Sale of Wash Goods and White Goods Begin Over Monday.

The Scene enacted in our Wash Goods and White Dept. this Week will be repeated next week. The slaughter is on in earnest. All Prices are knifed beyond belief. When we say you never had such a chance in your life it's the simple truth. ECONOMIES SUCH AS THIS 2ND WEEK OF THE HURRICANE CLEARING SALE AFFORDS CANNOT POSSIBLY BE DUPLICATED AGAIN.

ALL BLACK INDIA LINENS, worth 15c in this Sale, per yard, 8½c

Worth 12½c in this Sale, per yard, 8½c

Worth 20c in this Sale, per yard, 11c

Worth 25c in this Sale, per yard, 14c

Worth 27½c in this Sale, per yard, 18c

Worth 29c in this Sale, per yard, 18c

Worth 30c in this Sale, per yard, 18c

Worth 35c in this Sale, per yard, 21c

Worth 40c in this Sale, per yard, 23c

Worth 45c in this Sale, per yard, 26c

Worth 50c in this Sale, per yard, 29c

Worth 55c in this Sale, per yard, 32c

Worth 60c in this Sale, per yard, 35c

Worth 65c in this Sale, per yard, 38c

Worth 70c in this Sale, per yard, 41c

Worth 75c in this Sale, per yard, 44c

Worth 80c in this Sale, per yard, 47c

Worth 85c in this Sale, per yard, 50c

Worth 90c in this Sale, per yard, 53c

ALL THERE'S LEFT OF COLORED WASH FABRICS, WORTH UP TO 15c YARD go in next week's slaughter, per yard, 7½c

WORTH UP TO 22½c, go in this week's slaughter, per yard, 9½c

WORTH UP TO 25c A YD. go in next week's slaughter, per yard, 11½c

WORTH UP TO 35c A YD. go in next week's slaughter, per yard, 18c

WORTH UP TO 40c A YD. go in next week's slaughter, per yard, 17½c

WORTH UP TO 45c A YD. go in next week's slaughter, per yard, 21c

WORTH UP TO 50c A YD. go in next week's slaughter, per yard, 24c

WORTH UP TO 55c A YD. go in next week's slaughter, per yard, 27c

WORTH UP TO 60c A YD. go in next week's slaughter, per yard, 30c

WORTH UP TO 65c A YD. go in next week's slaughter, per yard, 33c

WORTH UP TO 70c A YD. go in next week's slaughter, per yard, 36c

WORTH UP TO 75c A YD. go in next week's slaughter, per yard, 39c

WORTH UP TO 80c A YD. go in next week's slaughter, per yard, 42c

WORTH UP TO 85c A YD. go in next week's slaughter, per yard, 45c

WORTH UP TO 90c A YD. go in next week's slaughter, per yard, 48c

WORTH UP TO 95c A YD. go in next week's slaughter, per yard, 51c

WORTH UP TO 1.00 A YD. go in next week's slaughter, per yard, 54c

WORTH UP TO 1.05 A YD. go in next week's slaughter, per yard, 57c

WORTH UP TO 1.10 A YD. go in next week's slaughter, per yard, 60c

ALL WHITE VICTORIA LAWN, Value 10c in this Sale, per yd., 6½c

Value 12½c in this Sale, per yd., 8½c

Value 15c in this Sale, per yd., 10c

Value 20c in this Sale, per yd., 14c

Value 25c in this Sale, per yd., 18c

Value 30c in this Sale, per yd., 22c

Value 35c in this Sale, per yd., 26c

Value 40c in this Sale, per yd., 30c

Value 45c in this Sale, per yd., 34c

Value 50c in this Sale, per yd., 38c

Value 55c in this Sale, per yd., 42c

Value 60c in this Sale, per yd., 46c

Value 65c in this Sale, per yd., 50c

Value 70c in this Sale, per yd., 54c

Value 75c in this Sale, per yd., 58c

Value 80c in this Sale, per yd., 62c

Value 85c in this Sale, per yd., 66c

Value 90c in this Sale, per yd., 70c

Value 95c in this Sale, per yd., 74c

Hosiery for Ladies' and Children.

Offerings really phenomenal in their character. Bargains in the real sense of the word. Who could resist such values?

60 dozen Ladies' champagne colored extra fine silk finished Lace Hose, all sizes, good 75c values, the Hurricane Sale, price—

45c

Children's fine Lace Hose in Black, Tan, White, Pink and Blue, all sizes, best 50c grade, the Sale price—

29c

Children's Tan Linen spliced, full regular made Maco cotton Hose, all sizes, best 35c grade, on Sale at—

22½c

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22½c

Curtains and Portiers!

The Clearing Sale of Curtains and Portiers takes a fresh start Monday. There is still too much stock and the rapid selling must continue. The Entire Stock goes at Panic Prices, which means a great loss to us, but you gain a great deal thereby.

The Millinery Dept.

Will Shake The Shopping World This Week! Not one woman in a thousand can afford to miss this Cut Price Clearing Sale, be she rich or poor.

LINEN NAPKINS

150 dozen Diced checked Linen Napkins, 18 and 20 inch size, value \$1.35 in this Hurricane sale, per dozen—

88c

Lining Dept.

50 Inch Fine French Peraline in all colors and black, Regular 15c grade, Clearance Sale Price, per yard—

9c

Lining Dept.

24 Inch Mercerized Satene, fine quality, in all colors and black, Regular 25c grade, Clearance Sale Price (per yard)—

17c

THERE'S BUT ONE AUERBACH STORE--AND ONE HURRICANE CLEARING SALE--AND EVERYBODY SHOULD ATTEND

It's the Cleanest Sweep We've Ever Attempted. The Deepest Cut in Prices We've Ever Indulged in!