

IT'S A HURRICANE CLEARING SALE

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!

A HUGE SUCCESS!

Our Paramount Aim is to effect a quick and absolute clearance of all Summer stocks, and every former selling prices are destined to established new standards of value giving and effect entire stocks. 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 established 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.

THE SACRIFICE IS MOST SWEEPING—NOTHING HAS BEEN SPARED!

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

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

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**

Bleached Muslin.

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

5c

Unbleached Muslin.

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

7c

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 CASH 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 MERCERIZED 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**

WHITE LAWN WAISTS.

A shipment just received, therefore they are of the very latest style. Neat embroidered patterns. A regular \$2.50 waist, but on account of lateness of the season all are to be sold for **\$1.45**

LADIES' WASH SHIRT WAIST SUITS.

An assortment of noble fabrics, 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**

BRILLIANTINE SKIRTS.

made very full with fine gorges and neatly tucked, colors blue and black. \$5.00 Skirts that have tumbled down **\$5.85**

WALKING SKIRTS OF GRANITE CLOTH.

colors black and blue, faultless fit, and sizes to fit anybody, graduating plaited effect. A \$10.00 Skirt for **\$5.95**

\$15.00 SILK SHIRT WAIST SUITS.

Pretty tucked waist, leg of mutton sleeves, full neatly tucked skirts to match. Colors brown, green and blue, some with dainty pin stripes. A tremendous fall from \$15.00 **\$7.95**

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**

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 stitched Handkerchiefs, in the best grade, goes in this Hurricane sale at—

7½c

Silks and Dress Goods

WE'VE HELD SOME BIG SILK AND DRESS GOODS SALES, BUT THIS SECOND WEEK OF THIS HURRICANE SALE OF SILKS AND DRESS GOODS IS THE GREATEST OF THEM ALL. ALL SUMMER SILKS AND DRESS GOODS MUST LEAVE OUR STORES THIS WEEK, AND IF CUTTING PRICES WILL DO IT, THEY WILL MOVE.

BLACK PEAU DE SOIE.

19 inches wide, heavy, soft and lustrous—elegant quality, suitable for suits, waists and coats; regular value **59c**, sale price **35c**

PONGEE SILK.

27 inches wide, champagne tinge, suitable for coats and children's dresses; washes beautifully; regular value **59c**, sale price **35c**

PEAU DE CYGNE.

Element soft silk fabric, satin finish, 19-inches wide, suitable for entire dresses and shirt waists; in all dark colors and evening shades; regular value **59c**, sale price **35c**

BLACK TAFFETA SILKS.

27 inches wide, soft, crisp and lustrous. If you want an inexpensive coat suit of velvet, here is your chance—\$1.10 silk, and the **77c**

Colored Taffeta Silks.

56 and 60 inch, **59c**

Fancy silk for shirt waists and waists.

56 and 60 inch, **69c**

Fancy silk for shirt waists and waists.

56 and 60 inch, **77c**

Corded Wash Silks.

56 and 60 inch, **29c**

56 VALVES—CLEARANCE SALE PRICE.

Consisting of all wool dress goods, Fine Serges, Albatross, Henriettes, plain chollies and fancy accessories. **39c**

56 VALVES—CLEARANCE SALE PRICE.

Consisting of plain and fancy all wool dress goods, storm serge, velvets, mohairs, etc. **46c**

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56 VALVES—CLEARANCE SALE PRICE.

Consisting of all wool dress goods, storm serge, velvets, mohairs, etc. **46c**

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 **6c**
Worth 12½c in this sale, per yard **9c**
Worth 20c in this sale, per yard **11c**
Worth 22½c in this sale, per yard **14c**
Worth 27½c in this sale, per yard **18c**

ALL CHAMPAGNE COLORED LINENS.

worth 12½c in this sale, per yard **8c**
Worth 15c in this sale, per yard **9c**
Worth 20c in this sale, per yard **11c**
Worth 22½c in this sale, per yard **14c**

ALL WHITE WAISTINGS.

worth 15c in this sale, per yard **7c**
Worth 20c in this sale, per yard **12c**
Worth 40c in this sale, per yard **23c**
Worth 60c in this sale, per yard **39c**

ALL WHITE DIMITIES.

worth 15c in this sale, per yard **7c**
Worth 20c in this sale, per yard **12c**
Worth 40c in this sale, per yard **23c**

ALL THERE'S LEFT OF COLORED WASH FABRICS, WORTH UP TO 1½ YARD GO IN NEXT WEEK'S SLAUGHTER, PER YARD **7c**

WORTH UP TO 22½c, GO IN THIS WEEK'S SLAUGHTER, PER YARD **9c**

WORTH UP TO 25c A YD. GO IN NEXT WEEK'S SLAUGHTER, PER YARD **11c**

WORTH UP TO 35c A YD. GO IN NEXT WEEK'S SLAUGHTER, PER YARD **16c**

WORTH UP TO 40c A YARD, GO IN NEXT WEEK'S SLAUGHTER, PER YARD **17c**

WORTH UP TO 45c A YARD, GO IN NEXT WEEK'S SLAUGHTER, PER YARD **21c**

WORTH UP TO 50c A YD. GO IN NEXT WEEK'S SLAUGHTER, PER YARD **24c**

All there's left of 65c and 75c and up to \$1.00 colored wash fabrics, go in next slaughter, per yard **39c**

ALL WHITE VICTORIA LAWN.

Value 10c in this sale, per yd. **6c**
Value 15c in this sale, per yd. **10c**
Value 20c in this sale, per yd. **12c**
Value 25c in this sale, per yd. **14c**
Value 30c in this sale, per yd. **20c**

ALL WHITE INDIA LINONS.

Value 25c in this sale, per yd. **16c**
Value 30c in this sale, per yd. **21c**
Value 35c in this sale, per yd. **23c**
Value 40c in this sale, per yd. **28c**

ALL WHITE PERSIAN LAWN.

Value 20c in this sale, per yd. **11c**
Value 25c in this sale, per yd. **12c**
Value 30c in this sale, per yd. **19c**
Value 35c in this sale, per yd. **23c**

ALL WHITE SILK MULLS.

Value 22½c in this sale, per yd. **14c**
Value 25c in this sale, per yd. **16c**
Value 30c in this sale, per yd. **19c**
Value 35c in this sale, per yd. **21c**

Parasols FOR LADIES' AND CHILDREN.

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

12c

\$1.50 to \$2.00 values on sale at the unit form prices of—

99c

Boys' Clothing and Gents' Furnishings.

CUTTING PRICES STILL DEEPER ON ALL BOYS' CLOTHING AND GENTS' FURNISHINGS FOR THE 2ND WEEK OF THIS HURRICANE CLEARING SALE.

Reductions for this week that are the most sensational yet. Reductions 30c, out of anything and everything you ever witnessed; it's a downright slaughter.

BOYS' KNEE PANT SUITS—Ages 3 to 6 years.

the balance of our \$2.50 and \$3.00 Grades at **\$1.50**

BOYS' KNEE PANT SUITS—Ages 8 to 14 years to clean up all the \$3.50 Grades they will go **\$1.85**BOYS' KNEE PANT SUITS—Ages 3 to 14 years. Box of 100 assorted Hair Pins for **3c** 50c Scissors, in all sizes, on sale at **25c** Best 25c grade Colloid Dressing Combs **13c** Black rubber Dressing Combs **5c** Dress Sticks, best quality, a set **5c** Box of Writing paper and Envelopes 25c **8c** Good 50c Hair Brushes for **25c**

Infant's Furnishings.

THESE OFFERINGS SHOW HOW THE BARBER FADE IN THIS GREAT HURRICANE SALE. HERE ARE BUT A FEW ITEMS TAKEN AT RANDOM, BUT EVERYTHING FOR BABY FROM THE SMALLEST ITEM TO THE BEST AND FINEST (AND OUR ASSORTMENTS ARE COMPLETE IN EVERY LINE) ARE OFFERED THIS WEEK AT LOWER PRICES THAN EVER FOR ANY OTHER SALE.

Infants' Cutting Flannel Wrappers.

made of fine dandy cloth, in plain cream or neat stripes, best **39c**

Infants' long Dress of very fine Nainsook.

beautifully trimmed in hemstitched tucks and embroidery, best \$2.50 grade, the Sale price **1.45**

Infants' white shawls.

extra large, made of finest saphyr yarn, best \$1.50 grade, on sale **\$1.35**

100 dozen Infants' ribbed cotton vests to button down the front.

regular prices are according to sizes, 25c to 35c each. The Sale price, all sizes, at **12c**

Infants' long Dress of very fine Nainsook.

beautifully trimmed in hemstitched tucks and embroidery, best \$2.50 grade, the Sale price **1.45**

Infants' white shawls.

extra large, made of finest saphyr yarn, best \$1.50 grade, on sale **\$1.35**

Our Notion Department.

ABSOLUTELY MATCHLESS, INCOMPARABLE VALUES IN NOTIONS, DRESS FINDINGS, ETC., FOR THE SECOND WEEK OF THIS GREAT HURRICANE SALE. SOME SPECIMEN VALUES ARE:

Spine Hooks and Eyes at a card **2c**

25c grade fancy fruited Hose Supporters, **10c**

for 25c grade Hair Brushes at each **10c**

Best Lisle Thread Elastic, black or white, a yard **5c**

10c a bar Toilet Soap on Sale at a box of 3 bars for **10c**

25c bottle best Household Ammonia for **12c**

Cotton Tape, a different widths at **1c**

Little Gents' Satin Golf Shoes, Worth \$1.25. **95c**

The Second Week of the Hurricane Clearing Sale of Shoes.

We'll outlive last week, great as it was. We know it because last week's thousands of purchasers of shoes cannot keep such extraordinary Bargain news from their friends.

We will continue to sell for one week more, our ladies' high grade street or dress shoes, worth up to \$6.00 at **\$2.75**

A LARGE LINE OF LADIES' SAMPLE OXFORDS.

In genuine patent vul with French heels. WORTH UP TO \$2.50, go for one or two week only, at **1.85**

Ladies' black oxfords worth \$2.00. Sale price **\$1.35**

Men's, Boys' and Little girls' dress oxfords in black or tan go AT COST AND BELOW.

Three Strap Barn Foot Saps, sizes 3 to 8, at **75c**

3 to 11 **90c**

12 to 2 **98c**

Little Gents' Satin Golf Shoes, Worth \$1.25. **95c**

Linen Bedspreads and Cottons.

For the second week of this HURRICANE CLEARING SALE we quote a list of LINENS, BEDSPREADS and COTTONS that will open the eyes of those who know values. It will be a money-saving event to the Hotels, Restaurants and Rooming Houses. All forethought house keepers will lay in supplies now!

TOWELS worth 60c

50 at each **37c**
32½c go at each **7c**
TOWELS worth 15c **9c**
go at each **11c**
TOWELS worth 20c **16c**
go at each **20c**
TOWELS worth 30c **21c**
go at each **32c**
TOWELS worth 40c **42c**
go at each **62c**
TOWELS worth 50c **77c**
go at each **8c**
PILLOW CASES marked down from 15c to **9c**
each **14c**
PILLOW CASES marked down from 25c to **16c**
each **47c**
BED SHEETS reduced from 85c to **63c**
each **69c**
BED SHEETS reduced from \$1.19 to **74c**
each **78c**
BED SPREADS usual price \$1.50, go at **64c**
each **99c**
BED SPREADS usual price \$1.50, go at **\$1.26**
each **\$1.39**
BED SPREADS usual price \$2.50, go at **\$1.65**
each **\$2.10**
BED SPREADS usual price \$3.00, go at **\$2.48**
each **\$2.95**

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

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

88c

Lining Dept.

36 Inch Fine French Peraline in all colors and black. Regular \$1.50 Sale Price, per yard—

9c

Lining Dept.

24 Inch Mercerized Saten, fine quality, in all colors and black. Regular \$1.50 Sale Price (per yard)—

17c

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