

# EHRICH BROTHERS

**Silks.** 7,000 yds. CHANGEABLE TAFFETA SILKS, in 50 choice combinations, also black, very heavy, with high rustle, and exceedingly brilliant, never offered below 80c., Monday only, **58c**  
 31-inch PRINTED INDIA SILK, in Violet, Navy, National and Black ground, with different size white Polka Dots, Stripes and neat Figures, for waists and full dresses, value 65c. yd., special, **47c**  
 HIGH-CLASS IMPORTED BLACK DRESS TAFFETA, 24 inches wide, with rare strength and brilliancy, expressly for full Costumes and Waist, regular \$1.00 grade, special, **79c**  
**WILL DISPLAY MONDAY** the largest collection of fine PRINTED FOULARDS ever offered; all new, exclusive designs, that cannot be duplicated; 98c and two fine values, 79c. and  
 FINE CORDED TAFFETA SILKS, "confined styles," newest French combinations, beautiful rich lustre and very large variety; specials, 88c. **1.19**

**Wash Dress Fabrics.** The very choicest Foreign and Domestic Goods priced to make quick selling, 5,000 yds. French Printed Pique, in the newest designs and latest colorings, value 25c., Monday **15c**  
 Book fold English MADRAS, value 19c., **12½c**  
 Corded BAYADERE ZEPHYRS, value 22c., **15c**  
 Printed ORGANDIES and DIMITIES, value 15c., **8c**  
 French Printed BATISTE, 19c. quality, **12½c**

**Spring Dress Goods.** 45-inch French **58c**  
 Poplins, in ten colors, **58c**  
 50-inch All-Wool Serge, ten leading shades, **69c**  
 48-inch French Poplins, two-toned effects, **79c**  
 50-inch Cote de Cheval, in five colors, **1.25**  
 50-inch Silk and Wool Checks, **79c**

**White Goods.**—WHITE PIQUE, in small medium and large welts, value 29c., Monday **18c**  
 OPENWORK AND LACE EFFECT LAWNs, value 19c., **10c**  
 ENGLISH LONG CLOTH, 12 yard pieces, per piece, **1.00**

**Black Goods.**—Imported Gold Medal Black Dress Goods.  
 44-inch all-wool Cheviot sponged and shrunk, **50c**  
 45-inch silk finished Henrietta.  
 50-inch high lustre Sicilian.  
 45-inch mohair Brilliantine, very bright.  
 48-inch French Crepon, worth 75c. yard, your choice, **50c**

**Linings.** BLACK ENGLISH MOREEN (mercerized), **24c**  
 BRADFORD MOREENS, silk striped, **39c**  
 FAST BLACK PERCALINE, **10c**  
 BLACK BACK WAIST LININGS, **9c**  
 BROCHE SILK, for lining, **19c**

**Furniture.** These offer for Monday one of more than ordinary interest. 3-Piece Bedroom Suits, French bevel plate mirror, worth \$18; special, **12.00**  
 FIVE-DRAWER CHIFFONNIERS, swell fronts, strongly made and well finished, value \$10.00, **6.00**  
 OAK WARDROBES, double size, full height from **7.50**  
 DINING-ROOM TABLES, antique oak finish, square top, extends full 6 feet, worth \$8.00, at **5.00**  
 DINING-ROOM CHAIRS, solid oak, high back, well braced backs, three rungs at sides and front, real value \$1.50, **1.00**  
 SOLID OAK SIDEBARDS, two small drawers, one lined, large linen drawer and double closet, **10.00**  
 FINE VELOUR AND CORDUROY COUCHES, Turkish tufting, worth \$10.00, at **5.98**  
 COUCHES, covered in Belgian velvets, velour or corduroy, spring edge all around, soft top, full biscuit tufting; actual value \$18.00, at **12.00**  
 PARLOR SUITS, frames and covering of best quality, \$16.98, \$18.75, \$20, \$25, \$34 and up; formerly 50 per cent higher.

**Carpets, &c.** Monday we begin the greatest sale of Carpets, Linoleums and Matting ever held in New York. Our unusual facilities enable us to make and lay carpets within 48 hours if required. Note these extra special prices. You should supply present and anticipate future needs.  
 AXMINSTERS—Best Axminsters, with or without borders, new spring styles, yard, **79c**  
 Second quality Axminster and Moquettes, new spring styles, yard, **69c**  
 And a limited assortment Moquettes, at, yard, **50c**  
 WILTON VELVETS, best grade, value \$1.50 yard, **1.10**  
 Second grade, value \$1.00 yard, **79c**  
 And a limited line, yard, **49c**  
 TAPESTRY BRUSSELS, very best grade, new designs, value 85c. yd., **69c**  
 Regular 65c. grade at **49c**  
 A good assortment, yd., **32½c**

**EHRICH BROTHERS**  
 Sixth Avenue and 23d Street.

# SIMPSON, CRAWFORD & SIMPSON

Spring Specials from All Sources.

(Dress Goods Dept.) **4,000 yards of Spring Suits, 75c. grades, 3 leading kinds, 50c.**  
 (Foreign Washables.) **3,000 yards of Fine Printed English Jaconets, 19c.**

First, to tell the names. Then to follow them up with helpful ante-buying points. Names are—  
 Vigoreaux Mixtures, 46 inch  
 Coverts Moulinet, 46 inch  
 Mannish Effects, 46 inch  
 Points are—  
 8 colors of Coverts—10 of Vigoreaux Mixtures—a dozen differently striped and checked Mannish effects—colors, mixtures, stripes, checks all so new and desirable as to form obviously unusual bargains when considered with the fabric's well-known wear.  
 We submit these points on their merits, repeating that 4,000 yards are offered at **50c. yd.**  
 a unique fabric so widely dissimilar to the general run as to suggest a cotton discovery. Raised cordings run lengthwise along the surface; between appear curious printings of mosaics, scrolls and irregular figurings. For ground work you see in some instances boldly blocked squares, in others a solid-colored backing.  
 4 colors in mosaics,  
 4 colors in scrolls,  
 8 colors in figures.  
 Imported to sell and have always brought 25c. and 29c. yd. Nothing but short ends of whole pieces will likely be left now we make the price, **19c. yd.**

**New Styles in Spring Millinery.**  
 Awaiting inspection are the Spring Importations of  
 Bonnets, Round Hats, Toques, Turbans.  
 Choicest models from foremost Paris Houses, displaying all styles that will reign this coming season.  
 This is a conventional way of introducing beauty to an expectant clientele, that looks here for Fashion's earliest and finest.  
 But the Millinery surpasses our powers of expression—we can but indicate, content to feel that subsequent inspection will more than sustain our claims.  
 Complete lines of French Flower Novelties.  
 Exact reproductions of every known Flower in its natural aspect.  
 Wings, quills, aigrettes, Paradise, ostrich goods.  
 An eminently characteristic display of Straw and Fancy Braids and Nets, Crowns, Bandeaux, Ornaments, Embroideries, Chiffons, Malines, etc.  
 And Spring walking, golfing and "cycling" Hats are largely represented.

**Special Sale of Trimming Laces**  
 For Underwear—desirable widths and popular patterns of Point de Paris and Normande Valenciennes.  
 Observe the difference between Saturday's prices and those of Monday.  
 Saturday, **10c. 12½c. 18c. 25c. yd.**  
 Monday, **7c. 9c. 12c. 19c. yd.**

**Lace Nets.**  
 All silk black La Tosca Nets, 45 inches wide, of French manufacture, put out on a counter at **48c. yd.**  
 All silk Chiffon Drapery Fabrics, 42 inches wide, complete line of staple Millinery and Dress shades, out on central table at **42c. yd.**

**Ties and Scarfs.**  
 Taffeta silk Bow and Crush Collar combination effect in white, cream, black and colors; mounted singly in boxes, insuring perfect shape when needed. These effective novelties are special at **45c. each.**  
 Persian lawn and Swiss mull Ties, with five tucks and broad hem, 8 inches wide, 2 yards long, conceded 30c. value, for **20c. apiece.**  
 Ecrú Lace Scarfs are "en regle" this season. We offer them in real Lierre, new designs, 10 to 12 inches wide, 2 to 2½ yards long, indisputable \$2.50 Scarfs—our price, **\$1.98.**

**Boys' Man-o-War Wash Suits, \$1.35.**  
 Such reduction on a couple of hundred little Suit-gems, cut in their details of flowing collars and ornamented fronts. Galateas, ducks or crasses are optional—plenty of patterns—altogether away above the \$1.75 average.  
**Garments for Coming Spring.**  
 Between Spring a twelve months past and Spring of to-day stretches a bridge of planning and designing—the old styles forgot—new inspirations succeeding them.  
 From Paris come Costumes of marked exquisite originality—models in Brussels Net, Point d'Esprit, Organdies and Cloth.  
 Fairly costly—that is inevitable. But they cost no more than fair business is justified in asking.

**Tailor Gowns.**  
 Finely tailored Suits in beautiful broadcloths, chevots and Venetians (high quality). Many skirt and coat effects; an entire lining of choicest silk, **\$40.00.**  
 Handsome dresses in Venetians, whipcords, chevots and fancy mixtures, either plain or braided; pure silk lining all through, **\$29.75.**  
 Suits of cheviot, tight fitting, fly front or reeler Coats. The material a splendidly wearing, dressy cheviot serge, black or blue. The best taffeta silk lines skirt and jacket, **\$22.50.**

**Dress Skirts.**  
 Crepons in the newest fads of patterning, made over percaline; draping to perfection, **\$12.00.**  
 Black Venetian over percaline; desirable and serviceable; made with the proper fullness of sweep, **\$8.75.**

**Spring Coats.**  
 Extra Values.  
 Short, jaunty Jackets of fine cheviot or covert cloth, silk lined throughout, **\$10.00**  
 Tailored Jackets of unfinished worsted kersy and whipcords, lined with plain or fancy silks, **\$14.75.**

**Night Robes—98c.**  
 In fine cambric or muslin; empire, splendid and square yoke effects, with trimmings of embroidery insertings and laces.  
**Night Robes—30c., 57c.**  
 Cambric or muslin, good selection of effects; trimmings of clustered fine tucks, embroideries, insertings and hemstitching.  
**Petticoats—65c., 98c.**  
 Cambric or muslin, full umbrella flounce, deeply ruffled in fine lace embroidery, clustered tucks or insertings.  
**Drawers—35c., 55c.**  
 Cambric or muslin, full umbrella shaping, trimmings generous and of fine character.  
**Corset Covers—15c.**  
 Fine colored lawns, intended for wear under shirt waists, long or short sleeves. No such value is extant.

**Domestic Underwear.**  
 UNUSUAL best characterizes the tone of this week's offerings—primarily in values, but with quality, style and finish well to the fore.  
**Washable Laces.**  
 We are striving to give you values that are matchless, unapproachable. And we are succeeding pretty well, thank you. Here's an especially tempting lot of  
 Point de Paris.  
 Machine Torchon  
 and other styles of washable Laces, from 3 to 6 inches wide, at 3c., 4c., 5c. and 6c. yard, that you have never seen for less than 6c. to 14c. yard anywhere.

**Cheaper than usual Golf Capes.**  
 From the ordinary Ten Dollar Golf Capes we deduct \$2.25, resulting in a big presentation of exceptional values at \$7.75. Colorings are brand new—each Cape a model of domestic construction—in short, an opportunity of singular attraction.

**SIMPSON, CRAWFORD & SIMPSON**  
 Sixth Avenue, 19th to 20th St.

# JOHN M. CONKLIN & SON, BROOKLYN.



From the celebrated painting by Robert Gibb, illustrating the heroic conduct of the Highland Brigade at the battle of Balaclava. This brigade, drawn up on the heights of Balaclava—a thin red line—successfully withstood the repeated charges of the Russian cavalry.

## The Store's Policy Steadfast as the "Thin Red Line" at Balaclava.

The principles that guide this business are as invincible as the "Thin Red Line" was at the battle of Balaclava. Nothing has nor can divert us from our fixed purpose of giving the public such a store as it may have faith in. We will not permit you to suffer disappointment here. If you have any fault to find with the goods or the prices or the sales-people, we will gladly listen to your complaint, give you justice and thank you for your trouble. We mean for you to take a feeling of personal pride in this store. We want you to share its conveniences and the many advantages for economical shopping that it offers. And we want to emphatically impress upon you that a low price here never means a doubtful quality. To sell goods of a questionable character would mean the sacrifice of a reputation we have been many years in building.  
 This shall be the most satisfactory store for you in every way—in price, quality, treatment, certainty. Your approval and good will is what we aim for. Everything is for your inspection. Everybody is at your service.

## Again the Unusual in Gloves. H. & S. \$1.00 Corsets at 65c.

Last Monday you upset the calculations of our glove man—the twelve hundred pair he had thought would supply your wants disappeared before the closing of the store doors and many of our friends were disappointed. We apologize for the fault by being better prepared to-morrow.  
**Ladies \$4.00 Evening Gloves at \$1.75.**  
 Our guarantee of absolute satisfaction goes with each pair.  
 These goods are in 16, 20 and 24 button lengths, in white only; not all of them are worth \$4.00, some should be \$3.00, some \$2.50, but none less than that, and at their original prices they would be the best values to be found anywhere. Here they are to-morrow with 75c. to \$2.25 struck from each price. Select as many or as few pairs as you like at \$1.75 pair.  
**Ladies' \$1.25 Spring Shopping Gloves at 95c.**  
 You are interested, every woman is, when it comes to saving.  
 Spring shopping P. K. Gloves in dogskin weight, slightly, stylish, serviceable, soft and pliable. Better wearing gloves cannot be had at any price. Colors are tan, mode, white, London red, black and pearl. Sure to please the most critical and exacting. Think of the best gloves you've seen about town for \$1.35 a pair, and then see these at the very special price of 95c. a pair.  
 Exclusive agents for the celebrated Reynier Gloves.  
 Gloves cleaned in 24 hours by odorless process.

It's a telling demonstration of the economy this store affords.  
 H. & S. and Royal Worcester Corsets—the identical sorts that are selling in all the stores at one dollar—made of superfine jean and coutil, striped with sateen; boned bust, five hook, cut over the latest models; long waists and medium hips; elaborately flossed, finished with silk edgings—colors white and drab—sizes 18 to 30, and at 65c. a pair instead of a dollar.  
**25c. Madras Shirtings, 15c. Yard.**  
 Scores of pretty, washable stuffs at prices which bring you every possible saving—to-morrow:  
 Scotch Madras Shirtings, fine quality, in checks and stripes, bright, right, beautiful, not a yard has seen the sunlight of a previous season. Comparing these fresh and worthy fabrics with the best to be found elsewhere at twenty-five cents a yard will be the greatest service you can render us—and yourself. Monday, 15c. yard

**\$3.00 Sewing Rockers at \$1.75.**  
 Only fifty of them. As we can get no more to sell at such a price it is advisable to be here early if you do not care to be disappointed. These rockers are highly finished, have spindle back and saddle seat. You may select from curly birch, maple, oak or mahogany woods. Full of comfort and ease for the woman who sews or has fancy work to do. Recollect, if you please, that when this little lot is gone there will be no more of them for less than three dollars.

**Dress Suit Cases.**  
 A maker with less than sixty of these Cases left from his early orders asked us to take them for about two-thirds their value. We did. You will take them to-morrow.  
 At \$4.65—DRESS SUIT CASES of heavy bridle leather, hand sewed, steel frame, protected corners, brass lock and clasps, in two sizes, 22 and 24 inch. You have seen almost as good at six dollars.  
 At \$2.90—DRESS SUIT CASES of leather, hand sewed, iron frame, exceeding strong, but light, particularly adaptable for the use of women, the quality you expected to pay three and a half for.

**Cutter's Spool Silk, 4c.**  
 We bought seven thousand and eight hundred spools of this popular make the other day because buying that quantity helped us to give you eight cent thread at half price—4c. spool, 45c. dozen, \$2.10 box of 5 dozen. All colors, excepting black and white. Ready to-morrow morning at 8.  
**Umbrellas.**  
 Customers will thank us for telling them about these excellent values in Umbrellas. Not room to hint of more than three of the very interesting lots.  
 At \$1.35—UNION TAFFETA UMBRELLAS, 26 inch, fine quality, close rolling, rods, cases and tassels, assorted handles of Dresden, and natural woods, regularly dollar seventy-five.  
 At \$2.45—ALL SILK UMBRELLAS, 26 inch, fine, heavy silk, in black, navy, brown, garnet, purple and green, choice of handles in new and handsome designs, regularly three fifty.  
 At \$2.90—SILK UMBRELLAS, 28 inch, fine quality of twilled silk, steel rod, cases and tassels, best natural wood handles, regularly four dollars.

**Men's Laundered Shirts.**  
 Another lot of these Shirts we told of in Thursday's papers arrived in time for Monday selling. These shirts have wide three-ply linen bosom, fine muslin body, patent continuous facings, split neck bands, open front and back and closed front, short or long bosom, assorted length sleeves, sizes 13½ to 17½; regular retail price a dollar each, here to-morrow 69c.  
**Men's Unlaundered Shirts.**  
 Three-ply linen bosoms, body of fine quality muslin, reinforced fronts, double backs, patent continuous facings, assorted sleeve lengths, open back, and open back and front, fairly worth sixty-five cents, at 48c. each. They should be gone in a jiffy.

**Ladies' \$3 Oxfords at \$1.95.**  
 Newest styles and best shoe making; a dozen shapes of toes, patent leather or self tip, plain and patent leather fronts, strictly hand sewed, soft and flexible soles, made with a care for tender feet. Beautiful, dressy ties, every pair of them. None of them worth less than three dollars. A little early in the season, you say—yes, but look at the saving.  
**Ladies' \$5 Silk Petticoat \$3.75.**  
 Getting five dollar Silk Petticoats for \$3.75 isn't an every day happening even here. Made of taffeta silk, with deep Spanish flounce, four rows of heavy cording, ruffle lined with soft finished percaline, velvet bound. Every up-to-date feature beautifully prominent. Colors include RED, BLUE, GREEN, OVEN BLUE, CERISE, TURQUOISE.

**John M. Conklin & Son, BROOKLYN.**