

# EHRICH BROS.

No Overstatements in Our Advertisements.

## Second Week of Our Sixth Grand Annual Sale of LADIES' UNDERWEAR.

The reputation of our famous sales of fine Summer Underwear at a uniform cut price was attested by the

### ENORMOUS CROWDS

that thronged this department all last week. All broken lines have been renewed, sizes filled in, entirely new lots added, and to-morrow fully

### 27,000 DAINTY GARMENTS,

pretty trimmed with laces and embroidery, exquisitely made of sheer, delicate light-weight fabrics, particularly adapted for Warm Weather Wear, and elegant enough for any trousseau, will be on sale

### Magnificent Offerings and Rare Bargains Indeed!

Every garment in this collection is carefully cut and thoroughly well made. The materials include the daintiest MUSLINS, FRENCH LAWN, LONSDALE CAMBRICS, COLORED INDIA LAWN, FRENCH PERCALES, etc., of superior quality and zephyr weight.

N. B.—Many of these articles are worth from \$1.75 to \$2.50. None are worth less than \$1.00.



NEGLIGEE GOWNS—IN COLORED INDIA LAWN, EMPIRE EFFECT, TRIMMED WITH LACE INSERTION EDGING.

GOWNS—FINE MUSLIN, EMPIRE YOKES, DEEP REVERS COLLAR, WITH FULL EMBROIDERED RUFFLE.

GOWNS—FINE MUSLIN, POINTED, SQUARE AND CIRCULAR YOKES, TRIMMED WITH EMBROIDERED INSERTION AND FULL RUFFLES.

GOWN—FINE MUSLIN, EMPIRE YOKES, WITH FINE TUCKING, EMBROIDERY AND LACE INSERTIONS AND EDGES.

GOWN—MUSLIN, MOTHER HUBBARD YOKES, FANCY ROLLING COLLAR, WITH DEEP EMBROIDERY, RUFFLE AND INSERTION.

GOWNS—LONSDALE CAMBRIC EMPIRE TO THE FANCY COLLAR, WITH FINE EMBROIDERY, INSERTIONS AND LACE RUFFLES.

GOWNS—LONSDALE CAMBRIC, EMPIRE YOKES, WITH REVERS TRIMMED WITH LACE, RUFFLE AND EMBROIDERED INSERTION.

CHEMISES—COLORED INDIA LAWN, CIRCULAR YOKES, WITH PLATTE VAL EDGES, SKIRT LENGTH.

CHEMISES—INDIA LAWN, SKIRT LENGTH, TUCKED, MARGUERITE FRONT, SQUARE YOKES, WITH FINE LACE EDGES.

CHEMISES—DOTTED INDIA LAWN, TUCKED, RUFFLE SKIRT, CIRCULAR YOKES, WITH FINE LACE INSERTION AND EDGES.

CHEMISES—LONSDALE CAMBRIC, SQUARE AND CIRCULAR YOKES, TRIMMED WITH FINE FRENCH LACE INSERTIONS AND EDGES.

CHEMISES—FINE CAMBRIC SKIRT LENGTH, POMPADOIR YOKES OF PLATTE VAL, INSERTION AND RIBBON BEADING.

DRAWERS—FINE MUSLIN, DEEP EMBROIDERED RUFFLE, BEADED WITH TUCKS.

DRAWERS—INDIA LAWN, FULL UMBRELLA RUFFLE, WITH PLATTE VAL AND FRENCH LACE EDGES.

DRAWERS—COLORED LAWN, UMBRELLA RUFFLE, WITH PLATTE VAL EDGE.

DRAWERS—DOTTED INDIA LAWN, UMBRELLA RUFFLE AND LACE EDGES.

DRAWERS—LONSDALE CAMBRIC LAWN, RUFFLE, WITH LACE EDGING, HEADED WITH RIBBON BEADING INSERTION.

CORSET COVERS—CIRCULAR YOKES, FINE EMBROIDERED EDGES AND RIBBON INSERTION, IN COLORED LAWN, PUFFY SLEEVES.

CORSET COVERS—WITH POINT DE PARIS LACE INSERTION AND BEADING.

CORSET COVERS—SQUARE YOKES, FRENCH LACE INSERTION AND EDGES DRAWN WITH RIBBON.

UNDERSKIRTS—FINE MUSLIN, DEEP EMBROIDERED RUFFLES, HEADED WITH TUCKS.

UNDERSKIRTS—FINE CAMBRIC, DEEP UMBRELLA RUFFLE, WITH TORCHON LACE INSERTION AND EDGE.

UNDERSKIRTS—FINE CAMBRIC, PRETTY TRIMMED WITH LACE INSERTIONS AND EDGES.

DRESSING JACKETS—IN COLORED INDIA LAWN, EMPIRE FRONTS, DEEP SAILOR COLLARS, TRIMMED WITH WHITE LACE AND PERSIAN HAND TRIMMING.

SKIRTS—COLORED LAWN, DEEP RUFFLE, FULL WIDTH.

SKIRTS—FINE MUSLIN, DEEP CAMBRIC, UMBRELLA RUFFLE, WITH FINE EMBROIDERED EDGE.

SKIRT—FINE MUSLIN CAMBRIC, UMBRELLA RUFFLE, WITH LACE INSERTION AND EDGE.

Many of these garments are valued at \$1.75. None worth less than \$1.00.

# 59c

Sale Begins at 9 A. M.

The above is merely an index of the reigning low prices which will prevail during this exceptional sale throughout this entire stock, from the medium qualities to the highest, rarest, faintest lingerie.

SIXTH AVE. AND 23D ST.

## ANOTHER WEEK OF STIRRING INTEREST TO PRUDENT BUYERS.

FOR YOUR PURSES' SAKE visit our stores. We can offer you First-Class Merchandise lower than any house in America. Our enormous outlet and big purchases give us a far greater variety than is shown in all the retail stores in this city combined. We overshadow all possible competition with under-prices that seem miraculous. Every bargain we name is here, and innumerable more. You will never be lured to disappointment by any printer's ink over our signature.

## Carpet & Matting Department

FREE All Carpets over 55c. a yard purchased during this Sale will be sewed, and the best wadded lining furnished.

NEW SPRING IN-GRAINS, 17c only enough for one room sold to every customer. Sale price... No mail orders filled.

Brussels New Tapestry Carpets, 37c Sale price... Celebrated Roxbury Tapestry Brussels Carpets, 55c full 10-wire; never sold under 90c. a yard. Sale price... \$1.00

MOQUETTES, 65c Alexander Smith & Sons' make; soft, rich effects. Sale price... A LARGE LOT OF Made-Up Carpets, Ready to Lay, at About 50c. on the Dollar.

BRUSSELS CARPETS, MADE-UP BRUSSELS CARPETS, IN SIZES OF 16 TO 75 YARDS; ALL NEATLY MATCHED AND WELL SEWED, READY FOR LAYING. 16 to 18 yards at \$4.50; worth by the yard 60c. to 90c. 18 to 20 yards at \$7.00; worth by the yard 90c. to 90c. 22 to 25 yards at \$9.75; worth by the yard 90c. to 90c. 25 to 30 yards at \$10.75; worth by the yard 90c. to 90c. Large size, 30 to 75 yards, at very low prices.

BROMLEY'S SMYRNA RUGS, Sizes 20 by 54; regular price, \$3.50; our price only... 1.48

SMYRNA RUGS, Sizes 20 by 60; regular value, \$4.25; our price... 1.88

COCOA MATS, 26c Worth 50c. only... A full line of Furniture at equally low prices.

ALL MATTING SALES sink into oblivion when compared to the great slashing of prices which takes place this week. HIGH CLASS MATTINGS at the greatest money-saving prices ever known. All about HALF VALUE. They are the newest designs and very desirable patterns. Here's six prices at random from this colossal stock: HEAVY CHINA MATTINGS, Imported to sell at 55 a roll. Sale price, roll of forty yards... 3.50

Extra Heavy Fancy Japanese and China Mattings, 4.95 Assorted patterns. Imported to sell at \$8.00 a roll. Sale price, roll of forty yards... 4.95

FANCY CHINA MATTINGS, Heavy, choice colorings and designs of rare patterns. Imported to sell at \$9.00 a roll. Sale price... 5.75

Bingo Mattings, Inlaid Jointless Bingo Straw, 6.50 With arrow darts, making it a most desirable matting for any purpose. Imported to sell at \$10.00 per roll. Sale price, per roll... 6.50

STRAW MATTING, Good quality, plain and fancy China Straw Matting. Imported to sell at 12c per yard. Our price... 12c

Japanese Cotton Warp Mattings, Double lined and damask pattern. Imported to sell at 25c per yard. Our price... 15c

20-Yard Rolls Matting, 250 rolls of linen warp matting, extra fine goods. 250 ends of linen inserted patterns; choicest goods made. Rolls of twenty yards, worth \$6.00... 2.99

LINOLEUM, Good quality LINOLEUM, 2 yards wide, regular value 75c. yard. For quick sale, per square yard... 35c

Lace Curtains, all grades of Nottingham, 75c. per pair. Art Squares, all sizes, 1/2 usual prices.

No mail orders at these prices. Country buyers will be charged packing. Send for catalogue: Carpets, Rugs, Baby Carriages, Refrigerators and Brass and Iron Bed.

T. KELLY, 263 5TH AVE., 104-106 West 17th Street, New York. OUR MOTTO: FAIR DEALING.

McPartland & O'Flaherty, 8th & 41st, N. Y.

SPECIAL TO-MORROW:

Ladies' Figured Brilliantine Dress Skirts, stiffened and lined, full sweep, a very special value, at only .67.

Ladies' \$2.50 STORM SERGE SKIRTS, at 1.99

Ladies' \$2.00 FIGURED BRILLIANTINE SKIRTS at 1.49

Ladies' \$5.00 HEAVY SICILIAN DRESS SKIRTS at 2.98

Ladies' Fine Lawn Shirt Waists, with laundress detachable white collar, in 2 lines of very choice colors, worth 75c. at .49

Ladies' Brocaded Silk Capes, 2.98

lined with changeable silk, handsomely trimmed around neck with silk lace and ribbon; very full sweep; a regular \$5.00 cape, at 2.98

Ladies' French Percale Wrappers, in Indigo, black and white, pink and light blue figures, very handsome designs, separate waist, lined, wadded back, full sleeve, yoke and collar, trimmed with fancy braid, extra wide skirt, worth \$10.00, at .79

WASH DRESS GOODS, .053

LACE STRIPED ORGAN-DRESSES, in beautiful designs, at INDIA DIMITIES, in a large assortment of handsome effects, at .043

EMBROIDERED SWISSES, in exquisite colorings and designs, in assortment, at .123

IN OUR DOMESTIC DEPT. YOU ALWAYS GET MORE THAN YOUR MONEY'S WORTH.

42-in. WHITE PILLOW CASE MUSLIN, fine quality, very special at .063

42-in. WHITE SHEETING, a good item quality, very special at .133

HEAVY TWILLED TOWELLING, extra wide and heavy, special at .033

HONEYCOMB TOWELS, full size, very special at .033

Bloomingdale's GREATER NEW YORK'S GREATEST STORE 34 AVE. 59 & 60TH STS.

READY TO WEAR SUITS, COSTUMES AND WRAPS.

Extra Special Values in Monday's Sale TAILOR-MADE GOWNS. Etons, Blazers, Fly Front Reefers and Tight-Fitting. A great variety of styles, and all the latest. At \$10.00. A special lot of 600 Dress Skirts in a variety of materials, many in Brocaded Silk, all specially marked; Skirts worth \$7.50, \$8.50, \$9.48 and \$11.00; choice for Monday. 4.98. JACKETS AND WRAPS. Imported Wraps, high novelties, Velvet and Cloth Eton Jackets and English Mess Coats—all marked down 25 to 50 per cent. BICYCLE SUITS AND SKIRTS. Empire, 20th Century, S. S. S. and Duplex; these are the best and most practical now made. Separate Bicycle Skirts, tans and grays; any worth \$3.00; for Monday at 1.98. BLOOMINGDALE BROS., 3d Avenue, 59th and 60th Streets.

Before Going to the Country Consult the Journal's RESORT INFORMATION BUREAU. Main Office, New York Journal, 162 Nassau Street. Here will be found full particulars about every resort, how to get there, the cost, and what the resort looks like, photographs on exhibition from all the leading hotels; also circulars and booklets; steamboat and railroad time tables at the disposal of visitors. The bureau will assist in selecting a place for recreation as you like it. No charge. Everybody is cordially invited.

Bloomingdale's GREATER NEW YORK'S GREATEST STORE 34 AVE. 59 & 60TH STS.

GREAT SALE OF DIAMOND JEWELRY. \$75,000 worth of Solid Gold and Diamond Jewelry purchased by us at one-half value, which we offer to the public at the following startling prices. Mail orders promptly filled. Money refunded if not entirely satisfactory:

These solid gold Cluster Rings, set with 12 genuine diamonds, emerald, ruby, turquoise or genuine opal centres; our special price... 2.98

These solid gold English Court Rings, set with 6 diamonds, Special... 3.69

These solid gold Marquise Rings, set with 30 diamonds, emerald, ruby, turquoise or genuine opal centre... 5.98

Solid gold horseshoe, stick or scarf ring, set with 11 diamonds... 3.98

These solid gold Princess Rings, set with 14 genuine diamonds, and 3 Rubies, Garnets, Emeralds, Turquoise or genuine opals in centre... 3.98

These solid gold Marquise Rings, set with 12 genuine diamonds, ruby, emerald, sapphire and turquoise centre... 2.98

These solid gold Princess Rings, set with 20 genuine diamonds, and 3 emeralds, sapphires, rubies, turquoise or genuine opals, set to-morrow... 3.98

Solid Gold Diamond Rings, set with 7 white diamonds... 8.98

These solid gold Princess Rings, set with 12 genuine diamonds, emerald, sapphire, ruby, turquoise or genuine opal centre, per pair... 3.98

Solid Gold Sunburst Pendant or Brooch Pin, set with 10 diamonds, emerald, turquoise, sapphire, ruby or genuine opal centre... 4.98

These solid gold Cluster Rings, set with six genuine diamonds, ruby, emerald, garnet, turquoise, sapphire, opal centre... 1.98

Jackets and Capes from \$3.00 up.

Tailor-Made Suits from \$8.00 up.

Bloomingdale Bros., 3d Ave., 59th and 60th Sts., N. Y.

\$1.00 A WEEK CREDIT TO ALL L. STERNBERG & CO.

Are the only Credit House in the world who manufacture every garment they sell. \$1 A WEEK Will Buy a Fine OVERCOAT, SUIT, JACKET, CAPE or DRESS. Being manufacturers on a large scale, we sell for Less On Credit than retailers for cash.

Stylish Overcoats, \$10, \$12, \$14.

Most elegant Suits, \$10, \$12, \$14. To measure... \$15. Samples on application.

Eleven Stores: Newark: 236 to 234 Market. Brooklyn: 535 Fulton St. Jersey City: 34-6 Newark Ave. Elizabeth: 89 to 93 First St. Paterson: 194 Market St. Plainfield: 205 to 209 W. Front St. New Brunswick: 9 Church St. Perth Amboy: 46 Smith St. Morristown: McAlpin Block. Hoboken: 112 Washington St.

Our new FURNITURE and CARPET DEPARTMENT, which will occupy the entire building 234 Market St., Newark, will be opened about May 1.