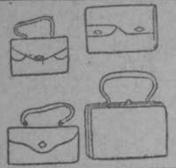


DRY GOODS, &C.

LUNCHEON IN OUR TEA ROOM—SECOND FLOOR.



\$1 & \$1.25 Envelope and Vanity Bags 48c
THERE'S no mistake about these values—they are the overproduction of one of the best manufacturers in the country, who sold them to us at less than half price.
GENUINE MOROCCO, SEAL GRAIN, WALRUS GRAIN, WITH STRAP, BACK OR HANDLES—INSIDE FRAMES—GILT OR GILT CLASPS AND TRIMMINGS. 48c

EHRIK BROS.

Wash Goods. 25c Per Yard.
Silk organdies—2,000 yards of Jacquard ground floral prints.
Embroidered dotted silk organdies, new spring patterns.
Mercerized poplins—very popular, all shades—1,500 yards.
Seldom if ever sold anywhere for less than 39c. Many sell them at 51c.

Of all the Wonderful Collections That Have Made This America's Most Famous Lace Store
LACES THIS NEW IMPORTATION OF ROBES & FRENCH, IRISH & ORIENTAL NOVELTIES is the MOST REMARKABLE.

OUR reputation for laces and lace robes is world wide. In America it is for selling more laces, giving better values and a better selection than any other house. In Europe it is for being the largest purchasers in the world. Is it any wonder that the cream of the lace producing centres of the old country is concentrated here? Is it strange that we are favored with the rarest pieces? Our buying facilities abroad are so extensive that the most celebrated lace makers look forward to the visit of our representative months in advance, reserving the exclusive new designs for her personal selection. And we buy in such mammoth quantities that our discounts alone give you the finest laces at less than other stores are compelled to ask for the ordinary kinds.

Our latest and best importation will be ready to-morrow. Come early, ahead of the tremendous crowds, and you will marvel at the exquisite showing, all within the means of the economical. The prices are lower—the values are greater than ever before.

This remarkable exposition consists of Linen, Hand Embroidered and Lace Robes, Bolero Jackets and Lace Motifs—new creations in French Laces, all made by hand, exclusive in design and texture—the most interesting sale we have ever held.

Princesse Louise Lace Robes.
very soft and full, flounced skirt and full bodice pattern; value \$75.00 to \$95.00 each, \$44.98 and \$69.98 each.

Princesse Louise Lace Robes,
a most exquisite model for young girls' dresses; value \$50.00 to \$75.00 each, at \$29.98 and \$39.98 each.

White Linen Robes,
hand embroidered with real Cluny medallions, circular skirts and full waist pattern; value \$25.00 each, at \$16.98 each.

White Linen Robes,
hand embroidered, circular skirts and full bodice pattern; value \$19.00 each, at \$11.98 each.

White Linen Robes,
hand embroidered, circular skirts and full bodice; value from \$15.00 to \$20.00 each, \$3.98 and \$9.98 each.

Bolero Jackets,
hand embroidered, combined with French and Irish lace; also a few Princess Louise styles; value \$18.00 each, at \$10.98 each.

Bolero Jackets,
Princesse Louise styles; value \$6.00 each, at \$3.98 each.

Valenciennes Laces,
sold by the dozen yards only, with insertions to match, all desirable widths; value 50c. to \$2.00 per dozen, at 29c up to \$1.40 per dozen yards.

Real Irish Crochet Lace Yokes,
with attached collar; value \$8.00 each, at \$4.98 each.

French Irish Lace Insertions,
9 inches wide; value \$9.00 a yard, at \$4.98 a yard.

Hand Made Princess Louise Collars and Yokes; value \$1.50 each, 79c. each.

Real Irish Crochet Lace Motifs,
some new designs; value 35c. to \$1.25 each, at 19c, 39c, 49c and 69c each

Lace All-Overs
in Orientals and imitation Irish crochets, 20 inches wide; value \$1.25 to \$3.00 a yard, at 79c up to \$1.98 a yard.

Valenciennes Lace All-Overs.
45 inches wide, correct copies of the real; value \$4.00 a yard, at \$2.69 a yard.

Hand Made French Novelty
Laces—with combination of cluny, Valenciennes, Princess and Venetian, also many beautiful French Irish effects; value from \$6.00 to \$12.00 yard, at prices ranging \$3.98 to \$8.98 per yard.

Lowest Price in Town for Rough Silks.

ROUGH pongee silks are the rage of the season, every store in town is featuring them, but Ehrich Bros. is the only house where you can secure the genuine dollar quality at 55c., and it looks as if we will have to raise the price. WE URGE UPON YOU THE IMPORTANCE OF ATTENDING THIS SALE, BEGINNING TO-MORROW, AND SELECTING ALL THE SILKS YOU WILL REQUIRE DURING THE SEASON, WHILE THE PRICE IS 55c. AND NOT \$1, WHICH YOU WILL SURELY PAY FOR THIS QUALITY LATER.

Raw silks are advancing at an alarming rate owing to the tremendous demand for the finished product, and to give you the opportunity of the season to secure the silks you must have to follow the styles during the Spring and Summer we have selected the most popular silks and priced them lower than you will see them priced again. Come to-morrow. These Silks are similar to those selling elsewhere at \$1.25.

55c PONGEES ARE THE SILKS OF FASHION, DURABILITY AND QUALITY—THE SILKS THAT HAVE THAT SMART ROUGH FINISH—AND THEY'RE FULL 27 INCHES WIDE, NOT 24 INCHES, AS ARE OFFERED ELSEWHERE. WE HAVE A COMPLETE ASSORTMENT OF COLORS, INCLUDING:

- ALICE BLUE... ARGENT COUR... QUEEN'S GRAY... OLD ROSE... NATURAL GOBELIN... WHITE AND BLACK... NAVY... PINK... RESEDA... GRAY... IVORY... GREEN.
- Pure Silk Tussah, the usual 39c. grade; the shades are the most prevailing kind, and will go on sale Monday at... 19c
- Printed Foulards, all pure silk, in fifty neat dotted effects; this spring's new styles; every yard is perfect; actually sold elsewhere at 50c.; will go on sale Monday at... 25c
- Chiffon Faille, a very attractive silk, that has created quite a stir among the smart dressed women. The colors are those that are most in demand; our regular price is 39c.; to go on sale Monday at... 39c
- Shantung Pongee Silk, 24 inches wide, all pure silk, only in the natural color; sold elsewhere at... 40c; to go on sale Monday at... 40c
- Crepe de Chine, suitable for evening gowns and street wear; handsome quality; our regular price is 60c.; Monday... 39c
- Messaline Silks, very soft, lustrous quality, in street and evening shades; sold elsewhere at... 39c; to go on sale Monday at... 39c
- 88 inch black guaranteed Taffeta; one of the best values we have advertised this season, and made by one of the most reliable manufacturers; regular \$1.25 grade; Monday... \$1.19
- Lyons Black Silk, imported Taffetas, 36 inches wide; a choice dress quality; a standard grade; sold regularly at \$1.75; special... \$1.35
- Black Taffeta Silk, wear guaranteed; very suitable for lining and skirt purposes; our regular 55c. grade; Monday... 35c
- 27 inch black Peau de Soie, a splendid dress quality and a bargain; you buy this grade elsewhere at 85c.; Monday... 59c
- 66 inch black guaranteed Taffeta, dress quality. This is a standard grade, universally sold at 85c.; Monday... 59c
- Black, pure dye Taffeta, guaranteed not to break or tear; extra fine dress quality, now being sold in this city at \$1.00, to go on sale Monday at... 75c

75c New Spring Grade Dress Goods 39c

EVERYTHING is gray this season. No other color has ever been so popular. An early inkling of this wonderful popularity of the new gray suitings led us to accept the offer of a well known manufacturer months ago, when he thought he was overstocked on fabrics that have turned out to be the vogue of the season.

To-morrow we offer the same high quality, 45 inch, 1906 gray suitings 39c that are on sale elsewhere at 75c. a yd. at the sensational bargain price 39c

'35 fur lined coats at '15
FOR WHICH IF YOU WISH TO BE IN STYLE AND DON'T BUY NOW YOU WILL BE COMPELLED TO PAY \$35 NEXT SEASON, AND THINK OF THE EXTRA SERVICE YOU WILL REALIZE DURING THE REMAINDER OF THIS SEASON.

THESE exceptional bargains are not the leftovers from a season's selling. They were bought for just such weather as we had last week when our fur department presented a scene of genuine mid-winter activity.

Save \$20 to-morrow and have one of these black or colored broadcloth coats lined with gray or white squirrel and Brown Coney— \$15 large shawl collar of gray squirrel or Water Mink—special.

- Chinchilla Pillow Muffs, Formerly \$85.00, Special 18.50
- Natural Gray and Brown Squirrel Blouse and Reefer Coats; Formerly \$95.00, Special 59.00
- Near Seal Coats, lined with guaranteed satin; Formerly \$45.00, Special 22.50
- Plain Persian Lamb Coats, lined with guaranteed satin; Formerly \$75.00, Special 37.50
- Persian Lamb Coats, with mink collar and revers; Formerly \$125.00, Special 69.00
- Persian Lamb Coats, with Bann Merten collar and revers; Formerly \$135.00, Special 79.00
- Black Lynx Pillow Muffs, Formerly \$18.00, Special 9.50
- 4 stripe Natural Mink Pillow Muff; Formerly \$30.00, Special 15.00
- Crown Ermine Pillow Muffs, with 10 ermine tails; Formerly \$25.00, Special 15.00
- Crown Ermine Throwover Scarfs, 54 inches long; Formerly \$30.00, Special 15.00
- Chinchilla Throwover Scarfs; Formerly \$20.00, Special 10.50
- Handsome Broadtail Paw sets consisting of a throwover Scarf and large Pillow Muff; Formerly \$22.50, Special 12.50
- Men's Imported Black Jersey Coats, with jet mink linings, large shawl collar of water mink; Formerly \$40.00, Special 29.00
- 2 stripe Natural Mink Throwover Scarfs, satin lined, silk fringe ends; Formerly \$16.50, Special 8.50

Muslin Underwear 59c
79c. GOWNS, 79c. DRAWERS, 79c. CHEMISE, 79c. CORSET COVERS, NAINSOOK or Cambric, trimmed with fine Val. or torchon lace insertions, edging and ribbon. An excellent value at 79c. What do you think of them at 59c.?

- 89c. French Eolienne, silk warp, Old Rose, Alice Blue, Reseda, Royal, French Gray, Garnet, Heli, Cream, Black, at 59c a yard
- \$1.00 Shadow check Mohairs, 45 inches wide, Navy Blue and BLACK, at 75c a yard
- VERY SPECIAL. 50c. CREPE ALBATROSS, cream color, every thread pure wool, 27 1/2 c a yard
- 59c. Lustrous Mohair, Cream, Black, Navy, Wine, 45 inches, 35c a yard
- \$1.25 BLACK English Voile, all wool, 45 inches wide, at 55c a yard
- French Broadcloth, 52 inches wide, all the new Spring Colors, Old Rose, Alice Blue, &c., also BLACK, at 97c a yard
- 75c. Black French Voile, very light weight, what everybody wants, 44 inches wide, at 49c a yard

This Sale is for Monday Only, and There's a Good Reason Why. TWO HUNDRED \$20 SILK DRESSES AT \$13.50.

WE would have taken a thousand and made this the most sensational sale New York has ever known if we could have secured them. Every one could have been sold in a day at the price, for who ever heard of bona-fide \$20 chiffon taffeta silk dresses selling for \$13.50 at this time of the year?

The style is so charming and utterly different from anything you have ever seen—the quality is so good and the silk itself so popular and desirable for immediate and early Summer wear that the manufacturer is way behind in his orders at the regular price, and could let us have only the samples at a concession. See them to-morrow.

The Popular New Alice Gray, \$13.50

ALSO BLACK, WHITE, NAVY BLUE, ROSE, CORAL AND PORCELAIN—POSITIVELY NOT ONE YOU CAN BUY FOR LESS THAN \$20 A MONTH LATER

Made exactly as illustrated, with imitation baby Irish lace yoke—short sleeves, beautifully trimmed; full ripple circular skirt, with extra fold; popular for street and afternoon wear. Shades include the new Alice gray, rose, coral, navy blue, porcelain black, white. Don't fail to come as early as you can Monday. Won't be a dress left at closing time.



Forty-Five Pieces in This **Infant's Layette** at \$7.75
45 Pieces; Regular Price \$10.
6 Nainsook Slips
2 Domest Flannel Barrows
3 Cashmere Shirts
4 Flannel Bands
2 Quilted Pads
2 Domest Flannel Skirts
2 Sacques
6 Bibs
4 Worsted Booties
1 Trimmed Dress
1 Trimmed Skirt
1 Bedford Cord Coat, trimmed
1 Silk Cap
10 Heated Diapers
\$3.00 to \$8.00 French waist dresses, slightly soiled... \$1.98 and \$2.98
\$2.25 lawn gumpies, sizes 4, 6 and 8 years. Special... \$1.48

45c Dressing Sacques 29c
KIMONO Sacques of fancy striped lawn, with deep sailor collar, belt and sleeves finished with Dresden border; value 45c., at 29c. Value 79c., at 59c
Dressing Sacques, fitted back, white lawn, with pocket pattern, rolling collar, sleeve and bottom of sacques finished with ruffle headed with Dresden Border, and belt. Value \$1, at 79c
Dressing Sacques and Kimonos, made of flowered or dotted Swiss.
Dressing Sacques or Kimono style, made of white or figured lawn, also dotted Swiss, French models, lace and ribbon trimmed, all the newest styles. Prices ranging 89c., \$1.29, \$1.49 up to \$4.98.

Women's French Kid \$2.25 Evening Gloves - \$1.79
OUT of the hundreds of pairs we have sold at \$2.25 we have never known a pair to prove unsatisfactory in any way or give anything but the best of service. Smart dressers prefer them to many \$2.50 and \$3.00 gloves elsewhere.
Just the kind you want now—French kid suede elbow length evening gloves, in white, pearl, champagne, tan and mode... \$1.79
Women's Silk Evening Gloves 79c
Black and white; only 500 pairs at this price.

\$30 New Spring Tailor Made Suits at \$17
Broadcloth Suits, High class mixtures, Chiffon Panama. The styles—Eton, Bolero, plain and trimmed Suits. Coats are lined with guaranteed peau de cygne or taffeta; skirts made in circular or gored circular styles.

\$35 New Spring Tailor Made Suits at \$19.75
English Fitted Coat Suits, Tandem Coat Suits, Frenchy Bolero Suits, Pony Coat Suits. The styles—Self trimmed or novelty effect, Princess girdles. Such a wonderful selection of shades and materials as you'll see in no other store.

New Spring Coats—Marvellous values for this time of year at \$4.25, \$5.95, \$7.95 and up to \$21.00.

ONE of the smartest selections ever assembled in New York, and even if you are not prepared to buy we urge you to inspect this showing to-morrow before all are gone at the special prices. It will give you new ideas that you can't afford to be without when selecting your spring coat.

Nobby short jackets. | Semi-fitting coats. | English fitted coats. | Real tourist coats.

White Goods Special, 19c a Yard.
Embroidered dotted Swiss, Dimity and Mercerized Madras. A great variety of patterns—odd pieces culled from an imported stock—regular goods would cost double the price.

Ready-to-Wear Hats
THIS \$3 HAT FOR \$1.79 FOR THIS \$3 HAT.
CAN you picture a prettier and more becoming style? Newest of shapes, of course, novelty silk braided sewed on wire frame in standing fold effect. As you see, the hat is trimmed with two quills, and velvet to match. The colors—NAVY, BROWN, RESEDA, BLACK, OLD ROSE, ALICE BLUE, LIGHT BLUE, GRAY.
We are very proud of these hats—prouder still of the fact that we can sell them for \$1.79 instead of the \$3.00 they're worth.

\$1.50 Silk Hosiery at 89c.
AN ABUNDANCE OF WHITE AND BLACK. THE last time we had a sale of \$1.50 silk hosiery at 89c. we didn't have enough to supply the demand. We're better prepared for to-morrow.

35c Imported French Roses, 19c.
Six beautiful blooms in a bunch. Made of fine imported muslin—in pink, red, white, helio, light blue, reseda, Alice blue. Roses are to be more popular for millinery use this spring than ever.

2,000 pairs of Women's Imported Silk Hose, in all the new shades that are in such a demand—Alice Blue, Reseda, Green, Queen's Gray, Corn, Nile Green, Light Blue, Pink, also White and Black. The quality is superb, for they are usually advertised for \$1.25 as a great bargain and sold in the regular way for \$1.50. Your choice... 89c
Women's 50c Black Silk Lisle Hose at 25c
A silk lisle with a lustre like real silk—double soles, high spliced.

\$2.00 Batiste Waists at 98c.
THE illustration tells you that as far as the style is concerned these waists are good values at \$2.00. But that's not all. The quality and workmanship are the best ever put into a two dollar waist. YOU DON'T FIND A WAIST WITH FOUR CLUSTERS OF BABY TUCKS, ATTACHED TUCKED COLLAR, TUCKED AND BUTTONED BACK, AS A USUAL THING FOR LESS THAN \$2, AND THAT DESCRIBES THIS CHARMING STYLE.
The manufacturer had but two hundred left from a lot of thousands and sold them to us at half price, along with big purchase, desiring to clear his stock rooms for other goods.
Two models of Batiste and Lawn Waists, some made with pointed yoke of lace and fine tuckings, embroidered panel through body of waist, and some with three rows of blind embroidery and twenty-eight quarter inch tucks down front; dainty short sleeves with lace edge. Value \$2.50, at \$1.48
Lingerie Waist, made with square yoke of Val. lace, joined with lace veining, lace through body of waist, four clusters of the tuckings, pretty short sleeves. Like illustration. Value \$3.00, at \$1.98

