

DRY GOODS, &C.



\$2.50 EVENING GLOVES AT \$1.79

A NEW importation of the celebrated French kid suede Evening Gloves—elbow length, in white, champagne, tan, &c.—the kind that, because of their style and the service they give, you regard as excellent values at \$2.50 and \$2.60. Our special price, \$1.79 for \$1 silk lisle evening gloves. White elbow length Gloves—pearl buttons at wrist.

ELRICHS BROS.

PARIS DOG COLLARS.

THE rage of gay Paris—we picked them up in these quaint little shops where hidden treasures of Europe by their handiwork—gold plated, set \$1.25 with all sorts of stones. SPECIAL. Sold elsewhere at \$2.50 and \$3.50. \$2.50 Nethercole Bracelets at \$1.25.



New York's Supreme Easter Carnival of Value Giving



1906 Paris Millinery

WE have the original conceptions from such world famous ateliers as Rebour, Gougette, Germain, Maison Lewis, Esther Meyer, Paul Virot at Bertha if you want them. But you'd hardly care to pay the price for these imported models or the prices other stores ask for imitations when you can buy our own adaptations at such an exceptional saving as price and picture represent.

OUR EXPERT DESIGNERS have been so thoroughly organized by our new buyer that we are in position to copy any hat shown at a much lower price than any other store. We have a wonderful display of these copies all ready for those who come.

IT IS THE TALK OF THE TOWN the way this millinery store has bounded ahead of its rivals, both in style and value giving. We present the very smartest creations at prices never before thought possible. Can you afford to miss investigating our claims, remembering, of course, that you're under no obligations to buy?

Now for Some Rare Bargains You should have seen the rush for

\$4 SAILOR HATS AT \$2.49 last Monday, and just think what a bad day it was. Yet shrewd shoppers could not resist the value and the stunning style offered. A similar sailor is sold elsewhere at \$3.85. This is made of Introns silk novelty brim over a buckram frame—trimmed with velvet buckle and quill. Special, \$2.49.

Other Sailors at \$1.25 up to \$5.98 The latest fad—the sailor hat—all styles and colors in all the new materials—beautifully trimmed with ribbon, velvet, quills, of the peacock feathers, mullin, &c.—very special ABOVE at \$1.25 up to \$5.98. PRICE ABOVE \$27.50

HANDMADE HATS AT 98c. silk braid on wire frames—black, navy, blown, cardinal, old rose, green, gray and Alice blue—trimmed with braid and quills to match—special98c

Lace Is Queen.

NOW let us tell you something confidentially. You are going to spend considerable money for Laces and Lace Robes for Spring and Summer. You know, of course, that the greatest of all lace seasons is before you. Our representatives have just returned from Europe and report a wonderful change in the designs and creations originally evolved for the present season. Fashionable Paris is going wild over them, and the result is that European designers caught with vast collections of less desirable laces and robes are unloading them on the unsuspecting American importers, who in turn look to the stores to take them off their hands.

WE SELL MORE REAL LACES THAN ANY OTHER HOUSE IN AMERICA.

We are the largest importers in America. We maintain offices abroad that are so closely in touch with the exclusive designers that we are able to show our customers the very latest styles and designs as soon as they are exhibited in Paris, or about six months ahead of other American stores.

SO IF YOU WANT THE VERY LATEST CREATIONS

wholly different and vastly superior to anything shown elsewhere you should do as other noted women of fashion are doing—make your selection here. Wouldn't you rather trust your selection to our experts, who are constantly in touch with the European lace makers, than pay a vastly higher price elsewhere and see it go out of style before the season?

REAL IRISH CROCHET LACE ROBE, circular skirt and bolero jacket. Usually \$450, at \$249.

HANDSOME SILK AND LACE ROBES, all late Parisian models—the highest grade of soft silk, trimmed elaborately with real laces. Usually \$150 each, at \$79.98.

PRINCESS LOUISE LACE ROBES, full ruffled skirt and abundant material for bodice. Usually \$45 to \$75 each, at \$29.98 and \$34.98.

FRENCH LACE BOLEROS, all beautiful Parisian models, hand made. Usually \$20 to \$60 each, at \$14.98 up to \$39.98.

SOFT LILIE LACE ROBES, very full skirts and bodice, pattern complete. Usually \$12 to \$20 each, at \$7.98, \$11.98 and \$14.98.

A VAST ASSORTMENT OF HAND EMBROIDERED WHITE LINEN ROBES, the new circular skirt and plenty of material for bodice. Usually \$10 to \$16 each, at \$9.98 and \$11.98.

NEW LINEN ROBES, with hand embroidered and real Cluny lace medallions. Usually \$25 each, at \$16.98.

COLORFUL LINEN ROBES, all new soft shades, such as Pink, Pale Blue, Lavender and Gray. Usually double these prices, \$7.98, \$11.98 and \$15.98 each.

VALENCIENNES LACE ALLOVERS, 45 inches wide. Usually \$2, at \$1.99.

BEAUTIFUL DOTTED NET ALLOVERS, 45 inches. Usually \$1.50, at 98c.

WHITE AND CREAM ALLOVERS, 18 inches wide, Orientals and Baby Irish designs; per yard usually \$1.00 to \$2.00, at 79c to \$1.98.

BALISE APPLIQUES, imitation Irish insertions and edges—Oriental and Balise designs and insertions. A very choice purchase for this sale at about 60% saving. Prices range per yard from 19c to 89c.

HAND MADE PRINCESS LACE EDGES AND INSERTIONS, very choice widths from 4 to 8 inches, per yard \$1.25 to \$2.00, at 69c, 79c and \$1.19. Usually \$1.25 to \$2.00, at 69c to 79c.

HAND MADE PRINCESS LACE FLOUNCES, 14 inches wide, per yard \$5.00, at \$2.98. Usually \$3.00, at \$2.98.

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WE BELIEVE that the earliest Easter shoppers are entitled to the best selections at the absolutely lowest prices. To this end the House of Elrich Bros. is undergoing vastly important changes, and to-morrow will open upon a show of style and scene of activity that will excel anything New York has ever witnessed.

Your New Eton Easter Suit Need Cost You But \$15

Of course if it were not a \$25 suit we wouldn't expect you to be satisfied with a model costing only \$15. But we've a better reason than that why your new Spring Suit need cost you but \$15.

A great many women fancy that by going to a dressmaker and paying \$35 for a suit they are getting an exceptional value. Well, they ARE, but nothing in comparison to the style and quality they could secure here for only \$25.

The fact remains, though, that they're satisfied and that's just why they will be just as well satisfied with these suits at \$15.

There isn't a dressmaker in New York that can afford to duplicate in style, quality and workmanship these Eton Suits we offer at \$15, for less than \$35.

Now this is no odd lot nor sample line of suits. We gave our manufacturer to understand that we MUST have a bona fide \$25 suit to sell at \$15. He copied several high class, exclusive models selling up to \$50, and here they are, beginning to-morrow, at \$15 for your choice.

\$15 for a \$25 White Serge Spring Suit in the French Eton style and the stunning Box Coat Model, with the new circular skirt plaited front and back.

At \$15 We Also Show a \$25 NEW SPRING TAFFETA SILK ETON SUIT in several distinctive models and all the desirable shades—made in the new fashion Eton effect, with a very full circular skirt.

\$27.50 for \$39 Dresses in accordion plaited Scotch plaid or black and white plaid effects—copied on the lines of imported models—one of our exclusive very special \$27.50 at \$27.50.

\$45 Voile Suits \$37.50 A model never shown before—made of the finest imported voile over a very heavy taffeta silk—you would pay a dressmaker \$37.50 \$80—special

Voile Suits and Princess Models at \$50.

Suits made of the finest navy and wine Voile, others of the graceful princess model, with short bolero jackets, outlined with German Val lace. Having been able to procure but a limited number of these exquisite garments an early selection is advisable.

\$25 Taffeta Silk Coats, \$15 Our ready to wear coat section has some very beautiful as well as practical wraps to show you which you surely want just at this time of the year. One of our special coat values for Monday is a coat made of length of \$15 guaranteed black taffeta silk, a real \$25.00 value, for Monday only..... \$15

Misses' Stunning \$18 Eton Suits, \$14.98.

They have the style, the dash, the quality of the high priced suits sold elsewhere, and are really a very special value at \$18.

Misses' Eton Suits in Novelty Panama, collarless with triple plaits, Bolero effect, tailored straps and fancy Vest Collar of Novelty Linen and Fancy Braid—elbow sleeves trimmed to match skirt; circular yoke flare, double fan plait front and back; \$14.98 value \$18. Special at.....

\$15 Suits \$10. Misses' and Junior Suits in all wool mixtures, Etons and loose box style, trimmed with Mora braid, cloth and fancy braid, skirt side plaited and circular plaited models; value \$15.00; special 10.00

\$10.98 Coats \$7.50. Misses' long, loose box Coats in all wool mixtures and covers in various styles; made double breasted, patch pockets, velvet collar; some with plaited sleeves and tailored straps; value \$10.98; special 7.50

\$1.25 VAL. LACES AT 69c FOR ONE DOZEN YARDS.

We bought insertions and edgings to match in such mammoth lots that we can offer right in face of the demand:—

One dozen yards of 50c. Vals. at 29c One dozen yards of 50c. Vals. at 39c

One dozen yards of 65c. Vals. at 39c One dozen yards of 65c. Vals. at 69c

Also French and German Vals. BY THE YARD OR PIECE, at 38c. a yd. for 75c. Vals. 12c. a yd. for 20c. Vals. 29c. a yd. for 65c. Vals. 7c. a yd. for 12c. Vals.

Great Introduction of Our New Empress Rough Pongee Silks at 65c.

A PROMINENT silk manufacturer has agreed to supply us with a superior quality of rough pongee that we can sell at 65c. a yard, and he guarantees it to be the equal of the qualities selling elsewhere at \$1.25 under other names.

The new Empress Pongees will receive a royal welcome to-morrow. That dashing rough finish, in all the new Spring shades, including Old Rose, Reseda, Alice Blue, Argent Cour Gray, Queen's Gray, Navy, Clef, Cadet Brown, Champagne, Ivory, Cream, also Black and White, at Opening Sale Price of 65c.....

65c. Silk Poplin, a very popular fabric for street and evening gowns, all the most desirable colors represented. 39c

\$1.25 Black Taffeta Silks, 88 inches wide, wear guaranteed, worn special for dress and skirt purposes. 95c

59c. English Mohair, 45 inches, in black, navy, royal, wine, brown, cream, bright 35c and pretty, at.....

59c. Gray Suitings, in checks, stripes and overplaid, in various shades of gray, at 50c

58c. Gray Warp Eolienne, in all the 59c most popular colors, yard.

\$1.89 Black Chiffon Voile, all wool, 46 98c inches wide, at, per yard.

59c. Black Granite Cloth, all wool, at, per yard

58c. for 59c. silk finished "Roxana"—second sale of 5,000 yards. We don't know how long this will last, but you'd better hurry. It is that firm, soft fabric with the rich silk texture that wears better than silk. Black for everybody who craves black—colors to suit every taste—Vieux Rose, Alice Blue, Reseda, Blue, Light Blue, Alice Gray, Navy and Cream—85c. a yard.

\$1.00 Cream Serge, all wool cream color, at, per yard 75c

\$1.00 Black Chiffon Voile, all wool, 46 98c inches wide, at, per yard 55c

\$1.00 Black Chiffon Panama, all wool, at, per yard 79c

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