

Grand Opening Sale of the New ASTRICH Store at 308 Market St.

Formerly Occupied by L. W. COOK

Thursday, Friday and Saturday---Sale Begins at 9 A. M. Thursday

To-morrow, THURSDAY, we open our new store and present to the women of Harrisburg and vicinity the greatest array of ready-to-wear garments that has ever been assembled in this city.

Our opening will go down in the mercantile history as one of the greatest economy events ever held in Central Pennsylvania.

For months our buyer of Ladies' Garments has been preparing for this memorable occasion—the country's best manufacturers have worked with us and have given us the highest grade merchandise at unheard-of prices, regardless of their losses—all of which we shall PASS ON TO YOU AT THE SAME LOW REDUCED PRICES.

To-morrow, our first day in our new store, will be one long to be remembered by the lucky woman who shares in the wonderful bargains in Coats, Suits, Dresses, Skirts and Waists we shall place on sale.

Every garment is NEW AND PERFECT — no seconds or job lots, but all clean Merchandise upon which we stake our reputation for honesty, quality and satisfactory service. All the desired new season colors, materials and styles are included and prices in many cases are LESS THAN ONE-HALF THE REGULAR PRICE.

We want you to get acquainted with our new location and shall give you values so big that you will always remember it.

The most of the lots offered are large — we quote exact quantities of each item—every article is worth as much or more than the former price quoted—but we cannot guarantee how long such wonderful bargains will last. So come early.

165 Spring Coats Regularly \$16.50, \$18.50, \$20 and \$22.50 and Some Even Higher, Special Opening Sale Price

\$10.00

The best values we have ever offered. A strong statement and we mean every word of it and the Coats are here to back us up.

Here's the story—New York's largest manufacturers permitted our buyer to make his selections at practically his own price as a special favor to us for our opening. In many instances the material itself is worth more than the price we ask now. They are all the latest and best styles—all the most desirable shades—20 different models—Navy, Black, Copen, Beige, Tan, Gray, Apple Green, Gold and Rookie. The materials are Poirer Twills, Gabardines, Velours, Poplins, Serges, Bolivias—all handsomely tailored—half lined with Peau de Cygne—snappy models for Misses and more staple and plain tailored styles for women—sizes 14 to 46.

EVERY COAT IS NEW AND HAS NEVER BEEN SHOWN BEFORE. Remember the regular values are \$16.50, \$18.50, \$20, \$22.50 and higher; your choice, special at \$10.00.

75 Women's and Misses' Coats Regularly \$25, \$30 and \$35 Special Opening Sale Price

\$15.00

The values of these superb Coats average twice their selling price. Think of it—Coats of genuine Bolivias, Velours, fine Serges and Poirer Twills at \$15.00. Some full lined with fancy Pussy Willow Satin—others Peau de Cygne lined—colors are Green, Beige, Tan, Orchid, Black, Navy and Copen. Just 75 garments in the lot—must be seen to be appreciated—they'll go fast. Remember the actual value of these are \$25, \$30 and \$35; your choice at \$15.00.

30 Dozen Tub Silk Waists Worth \$3.00 Regularly Opening Sale Price at

\$1.59

This lot is from one of the largest manufacturers of Waists in this country and actually cost more to make than the price we ask for them, but our regular business is so large with them that they decided to make us a special price concession as their part in helping us make our opening a grand success. All the new stripes—made with large pointed collar effect. Actually worth \$3; your choice at \$1.59. Limit, only 2 to a customer.

\$2.50 and \$3 Silk Waists at 20 different styles in Tub Silk, Crepe de Chine and Jap Silk Waists—Sport Models, Tailored Styles and fancy creations — all shades — Flesh, White, Black, Peach, Maize, Green, Gold, etc. Actually worth \$2.50 and \$3.00. Your choice at \$1.79.

\$1.79

10 Dozen Sample Waists Regularly \$2, \$2.50 and \$3 at

98c

Of fine quality Lingerie — all perfect and good, new, stylish Spring Samples—sizes 36, 38, 40 and 42 only. Remember the actual values are \$2.00, \$2.50 and \$3.00; your unrestricted choice at 98c.

12 Dozen Cotton Waists Worth \$2.50 at \$1.25

Beautiful Waists of Voile, Organdie and Batiste—lace trimmed, plain tailored effects — large collar styles, frill effects and every style desirable—6 different styles to select from. A good regular \$2.50 value. Special at \$1.25.

15 Dozen Waists Worth \$3 and \$3.50 Regularly at

\$1.98

These are all bright, fresh, new Waists, in charming new styles—plain and fancy models — from one of the country's best makers—sizes 36 to 48. Only 15 dozen in the lot. None worth less than \$3.00, many \$3.50. Your choice at \$1.98.

50 Spring Suits Regularly \$22.50, \$25 and \$27.50 Values, Our Regular Stock. Special Opening Sale Price

\$15.00

Faultlessly tailored garments in Navy, Black, Copen, Tan, Green and Gold in the wanted materials of Poplin, Serge, Gabardines, etc.—sizes 16 to 44—plain and fancy tailored models. Remember only 50 Suits in this lot and worth \$22.50, \$25 and \$27.50; your choice at \$15.

EXTRAORDINARY—Choice of Any Suit In Our Store Regardless of Cost or Former Value at

\$25.00

These Suits sold at \$39.50, \$45 and up to \$55. Each one an exclusive model and only one of a kind—every desired material—Taffeta, Satins, Silk Faille, Serges, Poirer Twills, Poplins and Gabardines—in Navy, Beige, Gray, Rookie and Black—strictly tailored models—semi-tailored models — Dress models and Sport models — all sizes. Your unrestricted choice at \$25.00.

40 Silk Dresses Formerly \$16.50, \$18.50 and \$22.50, Special Opening Sale Price

\$12.50

Exquisite creations in Taffeta—Crepe de Chine—Crepe Meteor and Serges—sizes 16 to 42—all the wanted shades—Navy, Copen, Gold, Green, Gray, Beige and Black. Former prices were \$16.50, \$18.50 and \$22.50; your choice, at \$12.50.

Real Bargains in Silk Skirts. Exceptionally Low in Price For Our Opening Sale

50 Silk Taffeta Skirts

All the new striped effects; all are handsomely made, with large pockets and shirred waistline—only 50 skirts in the lot. Actually worth \$6.00. Special Opening Sale Price,

\$3.49

50 Satin Skirts Specially Priced

Splendidly made throughout, with large fancy pockets shirred waist and sack effect, in Gold, Green, Rose and White. Regular price \$5.00. Special Opening Sale Price,

\$2.98

Extra Quality Silk Skirts

In stripes and plain colors—the season's newest models — from one of the country's best makers and really look like \$10 skirts. Actual \$7.50 and \$8.00 values. Special Opening Sale Price,

\$4.98

Crepe de Chine and Georgette Waists at Special Opening Sale Prices

Crepe de Chine Waists

Of fine quality Crepe de Chine—10 styles to select from — large collar effects lace trimmed models, White, Flesh, Rose, Green, Gold, Maize, Chartreuse and Black. Actual \$3.50 and \$3.98 values. Special Opening Sale Price

\$2.69

Georgette Crepe Waists

Of best quality Georgette Crepe — in Flesh, White, Black, Gold, Chartreuse and Orchid—all new, exclusive styles—sizes 36 to 46 — only 15 dozen of these, and at the price asked they won't last long.

Remember they are regular \$6.00 and \$6.98 values. Only 2 to a customer. Special Opening Sale Price

\$3.98

Remember Our New Address, 308 Market Street