

Ehrlich's First Event of Its Kind in 30 Years! Present Conditions Force Us To Stage This



Remember, we are not going out of business—but are staging this sale to liquidate our stock!

PUBLIC AUCTION SALE

\$50,000 Jewelry Stock GOES UNDER THE HAMMER

Friends! Neighbors! Everybody! Like a thunderbolt out of a clear sky comes this startling announcement! Ehrlich's—well known with a reputation of honest and square dealing methods for over 30 years is forced to sacrifice their \$50,000 stock to raise cash at once to meet obligations. It has always been the policy of this reputable store to tell the truth so here it is: Our \$50,000 stock which was purchased for Christmas business has hardly been touched owing to the present conditions!! It must be liquidated immediately—remember there will be no restrictions—nothing will be held back—everything must be sold at once regardless of our loss to the highest bidder! Buy anything in the store at your own price!!

SALE NOW GOING ON!

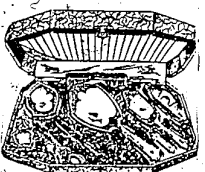
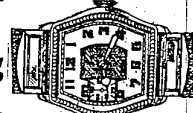
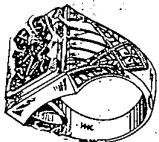
And Will Continue Until Christmas!

-- 2 SALES HELD DAILY!! --

2:30 Every Afternoon 7:30 Every Evening

Nationally Advertised Merchandise Goes On The Auction Block!!!

Beautiful stock of Ladies' and Gents' Diamond Rings, Elgin, Waltham, Illinois, Hamilton, Benrus, Westfield, Brunville, Howard and Helbros wrist, strap and pocket watches—Community and Rogers silverplate—Sessions and Seth Thomas clocks, finest toiletware, etc., etc.—to be sold to the highest bidder at your own price!



FREE!
BEAUTIFUL SOUVENIRS
TO THE LADIES!!
Free At Every Sale!

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We Are Not Going Out Of Business

EHRlich's
22015 GRAND RIVER AVE.
AT LAHSER ROAD, REDFORD

EHRlich's GUARANTEE:
Everything is exactly as represented—Ehrlich's reputation for fair and square dealing for 30 years in Detroit backs your purchase!!