LOWEST PRICED STORE IN NEW YORK FOR FINE GOODS.

Mail Orders Filled Unless Otherwise Stated.

Ehrich Bros.

Watch for the Daily Surprise Bargains in Our Arcade.

6TH AVE., 22d to 23d ST., NEW YORK.

Ready for the Biggest Friday Yet.

All the signs point to an overshadowing business on Friday. In all our experience we have never presented such extraordinary values. It will pay you to give the whole day to buying in this one store. It will pay to come twenty, fifty, one hundred miles. It will pay to buy a full year's supply, for values like these are impossible of repetition here—even as they are now impossible of duplication elsewhere.

MORNING SALES, FRIDAY, 8 to 12:30 ONLY.

No Mail Orders. No Telephone Orders. No C. O. D.

NOTE.—These items are offered ONLY to relieve the great afternoon crush by inducing MORNING purchases. Hence ONLY for these hours—8 A. M. to 12.30. Hence, also, no mail orders, no telephone orders, no C. O. D.'s.

$2.00 Fancy Velvets, 39c.

900 yards of regular $2.00 Fancy Velvets on sale from 8 to 12.30 at..... 39c

Girls' $12.75 Coats, $2.95.

The last of the Children's full-length Coats to close out regardless of cost, in fine English kersey, cheviots and Scotch mixture, with cape, military effect, also gretchen with belts; some trimmed with panne velvet and novelty braids. Sizes 8 to 12 years. Values were $10.00 to $12.75, now... 2.95

5 Cakes of Soap, 15c.

Turkish Bath Soap, Palm Soap, Oatmeal Soap, Shaving Soap; 5 cakes, alike or assorted, for 15c

Women's $1.50 Waists, 69c.

Madras and Cheviot Waists, strictly tailored; made with three tucks on each side to the bust line; box plait through the centre and trimmed with pearl buttons; fancy stock with single top; some French back, others tucked back; all fancy material; also white and black dots and figures; not more than two of any one pattern, as these are all samples; regular price $1.50; on sale 8 to 12.30 at..... 69c

$1 Nickel Watches, 49c.

1,000 of the best Men's and Boys' $1.00 Nickel Watches that are produced in this country. Made by the Connecticut Watch Co., and fully guaranteed by the makers and ourselves. Never sold before, so far as we can learn, under $1.00; from 8 to 12.30 at..... 49c

$5.00 Walking Skirts, $2.98

Women's Walking Skirts of handsome quality meltons in the seven-gore flaring effect, trimmed with strapping of same material and finished with buttons, in brown, black and gray; on sale from 8 to 12.30 ..... 2.98

Boys' 75c. Pants, 29c.

Boys' Knee Pants of splendid all-wool fabrics, taped seams, patent waistbands; all sizes; regular price 75c.; on sale from 8 A. M. to 12.30 at 29c

39c. Window Shades, 14c.

Holland Window Shades, mounted on wood spring rollers, with fixtures complete, ready to hang; on sale from 8 to 12.30 at..... 14c

Boys' $3.50 Suits, $1.98.

8 A. M. TO 12.30 P. M.

These suits cut in full sizes and made very mannish. Very good suits for present or early spring wear. They are **All Double Breasted** and of very choice all wool fabrics in **All Sizes.** Regular price $3.50, at..... 1.98

Men's $15 Suits, $6.75.

Black Cheviots, Worsteds & Fancy Cassimeres.

ALL-WOOL fabrics in single and double breasted styles; not surpassed by any of the $15 Suits which other dealers now make such a hurrah about reducing to $10. This is another sample of the values we are giving in our reorganized and enlarged clothing department.

Men's $4.50 Trousers, $2.00.

Only 375 pairs—a very special lot, in worsted cheviots, both black and fancy, cut in the very latest fashion and well worth purchase for future wear.

Men's $2.00 Hats, $1.00.

Spring shapes, both in soft and stiff, and very good value at the $2 price. Sale price 1.00

Men's 50c. Suspenders, 29c.

Men's Suspenders of best imported 50c. elastic webbings, trimmed with fine quality calfskin ends and good nickel "no-rust" buckles; hundreds of choice figures and stripes; value 50c.. 29c

$1.00 White Shirts, 39c.

White Negligee Shirts—We took all the maker had, about 1,200 very fine white cambric negligee shirts, well made and perfect in fit; plain and plaited bosoms; about 15 different styles; the plain have a fine quality pique and some very fine mercerized set-in bosoms; some with embroidered figures; the plaited have cambric fronts in a number of styles; sizes 14 to 17; not one among them worth less than 75c., and most of them $1.00 values, for..... 39c

(See window display sale Friday morning, 8 o'clock; special tables in Men's Furnishing Dept.)

White Petticoat Sale.

WALKING SKIRTS.

Umbrella ruffle, with Torchon edge..... 39c

With umbrella tucked ruffle, at..... 49c

SKIRTS, umbrella ruffle, two or three Torchon lace insertions and edge or ruffle of embroidery, headed with hemstitched tucks; also two other pretty styles..... 59c

WALKING SKIRTS, umbrella ruffle, with two or three insertions of Torchon or Point de Paris lace, finished with deep lace edge; also a small lot, slightly soiled, lace trimmed; value $1.59; special 98c

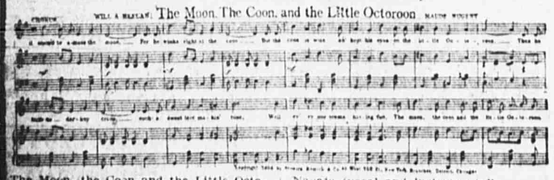
WALKING SKIRTS, cambric body, with lawn umbrella ruffle of Torchon or Point de Paris lace insertions and tucks and finished with wide ruffle to match insertions; one style with circular ruffle, one style double ruffle; all special..... 1.98

WALKING SKIRTS, umbrella style, trimmed with fine embroidery, rich variety of assorted laces—Torchon, Val., Point de Paris; extra quality cambric, muslin, lawns, circular ruffle or vertical insertions; running in price at $2.98, $3.98 and upward from 4.98

UNDERSKIRTS.

With hemstitched ruffle, at..... 29c
With umbrella ruffle, Torchon edge, at..... 39c
With umbrella ruffle, Torchon insertion and edge, at..... 49c
With two insertions and edge of Italian lace, at..... 49c
With two Torchon insertions and edge, at..... 59c

Big Sale Sheet Music, 10c.



The Moon, the Coon and the Little Octoroon. The song hit of "The English Daisy."
At the Music Hall.
The Man Behind. The comic song hit of "The Medal and the Maid."
In Zanzibar.
Dear Sing Sing.
In the Village by the Sea.
Navajo (vocal and instrumental).
Take Me Back to My Louisiana Home. (Cobb & Edwards's new sentimental song.)
Down on the Farm.
The Gondolier. ($5,000 Intermezzo.)
Peaceful Henry. Two-step.
Dixie Girl. Two-step.
Hearts Courageous. Waltz.
Lazarre. Waltz.
Dance of the Brownies.

SALE FRIDAY ONLY—By mail 2c. extra—None C. O. D.

Our Greatest Shoe Sale.

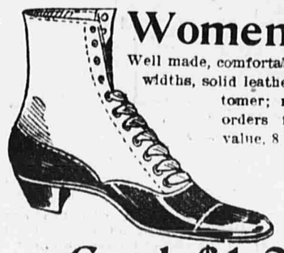
The Empress Shoe Co., of 74 Reade St.,

are known in the trade as one of the most reliable and successful firms engaged in the manufacture of Ladies' and Children's Shoes.

We Have Bought Their Entire Floor Stock,

comprising hundreds upon hundreds of pairs, and at Nine o'Clock on Friday morning, February 12, will place the following items on sale

At About 33⅓ Cts. on the Dollar.



Women's $2 Shoes & Oxfords, 75c

Well made, comfortable lasts, button and lace, patent leather and kid tips, most all size and widths, solid leather throughout; one pair to a customer; none sent C. O. D. and no mail orders filled; regular $1.50 and $2.00 value, 8 to 12 o'clock,

75c

Good $1.25 Shoes at 50c.

Lot No. 5—Table No. 5. 9 A. M. to 1 P. M.

750 pairs of Misses', Children's and Little Men's Shoes, sizes from 5 to 2, in Misses' Button and Lace, Patent Leather and Dongola; Spring Heel, well made and comfortable, no sewing to hurt the feet; for school or dress wear; only one pair to a customer; none sold before or after the hours advertised; regular $1.25 value, at.... 50c

75c & $1 Rubbers & Slippers, 25c.

1,000 pairs of Men's, Boys' and Youths' Rubbers, to fit all shape shoes, regular 75c. value; only one pair to a customer..... 25c

250 pairs of Ladies' House SLIPPERS, solid leather soles, neat and comfortable lasts; all sizes, regular $1.00 value; 9 to 1..... 25c

Women's $2 and $2.50 Shoes, $1.

Lot No. 1—Table No. 1. 9 to 1 o'Clock.

1,000 pairs of Ladies' SHOES and OXFORD TIES; well-made, comfortable lasts, neat and dressy styles; in patent leather and dongola button and lace; high Cuban and military heels; most all sizes and widths. A bargain never seen before in a SHOE department. Some worth $2.00 and $2.50; sale price.... One pair to a customer. **1.00**

$2.50 to $4.00 Shoes, $1.50.

9 to 1 o'Clock.

350 pairs of Ladies' Viel Kid and Patent Leather SHOES and OXFORD TIES, some Goodyear welts and handsewed in the lot, button and lace, most all sizes and widths; some taken from our regular grades and marked, for these 4 hours only, at..... **1.50**

Regular $2.50 and $4.00 values. This item alone worth coming 20 miles to secure.

The Sale of Gowns.

Cambric, circular neck, chemise style and finished with neat hemstitched ruffle, full length and width; also two other neat styles; special 39c

Torchon and embroidery trimmed, six styles, at 49c

GOWNS, chemise style, embroidery insertion and lace edge or square yoke of Point de Paris lace and embroidery insertions, also high neck, yoke of six embroidery insertions, finished with neat edge, and six other pretty styles, all special 59c

GOWNS—Six styles, cambric or nainsook; square, circular or V neck, elbow and three-quarter length sleeves, yoke of torchon, Point de Paris, lace insertion, hemstitching and tucks, slip or chemise style. 98c

Babies' $1 Bonnets, 25c.

CHILDREN'S BONNETS, in bengaline silk and velvet, full pokes, trimmed with shirred ribbon and velvet, reduced from $1.00 to.. 25c

CHILDREN'S COATS, in cloth and zibeline, trimmed with braid, lace and fur, sizes to 5 years; reduced from $6.00 to..... 2.98

Babies' $2 Dresses, 98c.

CHILDREN'S CASHMERE DRESSES, French waists, trimmed with braid and lace medallions; sizes to 5 years; reduced from $2 to 98c

CHILDREN'S FLANNELETTE SKIRTS, umbrella ruffle, scalloped edge; sizes to 10 years; and Children's Gowns, sizes to 6 years; reduced from 50c. to..... 25c

Cannot fill Mail Orders. No C. O. D.

Big Sale Rogers Silverware.

The Most Extraordinary in Our History.

We have just bought 1,000 dozen of the famous 1881 brand Rogers Spoons, Forks and Knives, and we will close the lot out at the following unheard-of prices. Remember, these are the famous 881 brand, and should not be compared with the ordinary Rogers goods.

Tea Spoons, set of 6, were 98c.. 50c
Table Spoons, set of 6; were $1.98 ..... 1.00
Dinner Forks, set of 6; were $1.98 ..... 1.00
Dinner Knives, set of 6; were $2.00 ..... 1.25

You will also find in the list an assortment of Berry Spoons, Oyster Forks, Coffee Spoons, Gravy and Soup Ladles at prices equally low.

Some Rogers Spoons Amazingly Cheap

Something never heard of in the history of the trade.

5,000 dozen Rogers extra plated Spoons, Forks, etc. These goods are plated on a nickel silver base, with the full standard weight of pure silver. Choice of three handsome designs. An opportunity of a lifetime. Such prices as these have never been heard of. Come early if you wish to share in these bargains.

Rogers Extra Plated Teaspoons, set of 6, were 69c.... 29c
Rogers' Extra Plated Tablespoons, set of 6, were $1.18... 79c
Rogers Extra Plated Forks, set of 6, were $1.18..... 79c
Rogers Extra Plated Berry Spoons, were 89c..... 49c
Rogers Extra Plated Gravy Ladles, were 89c..... 49c
Rogers Extra Plated Soup Ladles, were $1.49..... 98c

$3 Silver Plated Sets, $1.

200 20-piece Sets, heavily silver plated, in handsome lined case, consisting of 12 teaspoons, 6 tablespoons, 1 sugar shell and 1 butter knife, handsome bead pattern, made up for holiday trade to sell for $3, came too late, will close out the lot at per set.. 1.00

Rogers $2 Flat Ware, 25c.

5,000 Pieces of Fancy Flat Ware; some Rogers Bros. Assyrian patterns. In this lot you will find fish servers, pie servers, cake knives, berry spoons, cold meat forks, and gravy ladles. We have sold these same goods as high as $2.00 each; while the lot lasts, at. 25c

On sale at the regular department, Main Floor, 6th ave. entrance.

Rothenberg and Co.

New York's Fastest Growing Store. WEST 14TH ST. Satisfaction Guaranteed or Money Promptly Refunded.

RICH BARGAIN FRIDAY OPPORTUNITIES AND

Double Blue Stamps ALL DAY To-Morrow.

2 for 1

An announcement of Bargain Friday offerings and **DOUBLE STAMPS** makes the strongest shopping news that could possibly be printed. We've gathered hundreds of specials for to-morrow's sale. Every one of them is a matchless value.

You get **TWO** stamps instead of one for every 10c. that you spend. You can get a handsome premium for a collection of 300 **BLUE** stamps. All other stamp systems require you to save 1,000 stamps. When we give **DOUBLE STAMPS** a premium can be earned on an expenditure of $15.

Handsome Tailored Suits at $4.98.

Of heavy black cheviot or mannish suitings of fancy mixed tweeds, long skirted Louis XIV. style coats, with military or round shoulder capes; full puff sleeve; some are double breasted, fastened with loops, to be worn open or closed; others newest military style, fullest flare skirt; all sizes, at..... 4.98

Women's Coats.

Nearly two hundred Coats for women. They are made from zibeline cloths, with double shoulder capes, full sleeves, velvet stock, trimmed with fancy ornament and piping; colors black, blue or brown; while they last, to-morrow 3.98

$1.98 for $3 Walking Skirts.

Newest pleated style Men's Fancy Wool Tweed Suitings, finished with tabs and buttons; also in plain black cheviot in a new flare style, with yoke or tailor straps; all lengths, at 1.98

Spring Waists, 49c.

Made from new Spring Madras; in light, medium and dark effects, full pleated front, pleated back, full sleeves and tab stock; colors are light blue, blue, rose, white, gray and green; there are checks, plaids and stripes; manufactured to sell at 89c. We shall ask to morrow..... 49c

Bargain Silks.

Best Grade Corded Wash Silk, in a variety of styles and colorings; also **20 inch All Silk Lining Taffetta,** soft Pongee finish, in a variety of staple colorings and black, 39c. grades, at..... 29c

50c. and 59c. Dress Goods at 39c.

38 inch All Wool Nun's Veiling, 40 inch All Wool Crepe Albatross, 38 inch All Wool Voiles, each line in a complete range of the wanted Spring colorings including white, cream and black; also **38 inch All Wool Granite Cloth, 38 inch All Wool Invisibe Plaid and Bouretted Stripe Suitings,** 50c. and 59c. grades, at. 39c

69c. Dress Fabrics at 49c.

52 inch Sicilian Brilliantine, in royal blue, navy blue and black; 52-inch **All-Wool Shepherd Check Suitings;** 52-inch **All-Wool Black Cheviot; All-Wool Two-Toned Mixed Tweed Suitings,** Spring colorings; **All-Wool Soft Finish Pebble Granite,** soft and clingy, Spring colorings, including cream and black; 69c values, at..... 49c

Domestics, Etc.

The New Fabric—Voile Veiling.

The exact imitation of All Wool Voile, in cheviot and figured effects; also plain colors, special, per yd..... 14c

Mercerized Sateens, in national blue ground, with neat polka dots and rings; special, at..... 12½c

Linens.

Another Lot of Mill Remnants All-Linen Towelling, in lengths of 2 to 8 yards; special, per yard..... 8¾c
58-inch Bleached Damask, per yard..... 22c
Special Lot of Hemstitched Pillow Cases, deep hem, each..... 11c
Sheets, for single beds, each..... 35c
5-4 New York Mills Muslin Pillow Cases, at 12½c
9-4 New York Mills Sheeting at..... 25c

Linings.

36-inch Percalines, all colors and black; 12½c. quality at, per yard..... 8½c

Boys' Suits & Overcoats.

Just odds and ends, but they're elegant values, every one, just about half the original value and if the size you want is among them. Get here early, as they can't last long. Boys' Russian Overcoats of Oxford gray melton, with velvet collar and emblem on sleeve; also Boys' Long Overcoats of same materials; sizes 3, 4, 5, 6; also Boys' Sailor Blouse and Vestee Suits of blue cheviot, nicely trimmed and made; sizes 3, 4, 5, 7, 8, 9. As sizes are broken and quantity limited, WE CANNOT FILL MAIL ORDERS. While they last, at..... 95c

Millinery Wonders.

$3.50 Hand-Made Hats at $1.98.

These Hats are made of good quality horsehair and mohair crowns, with brims of shirred and tucked chiffon, maline and Jap silk, in black, value $3.50; while they last..... 1.98

All-Silk Black Taffeta Ribbon at 19c.

Five inches wide, and made to sell for 29c., in black only, at, per yard..... 19c

Sale of Ostrich Feathers at $1.98.

Another lot of 18-inch **Black Ostrich Plumes,** intended to sell at $3.50; will be closed out at. 1.98

Friday Sale of Infants' Wear and Petticoats.

Infants' Long and Short Cream Bedford Cloaks, heavy lining, made with deep cape, trimmed with 3 rows of Baby Ribbon, ruff sleeves and ribbon trimming, $1.98 value, at..... 1.39

Infants' Silk Embroidered Styles, full and top ruche of lace, also French styles, trimmed with hemstitched tucks, 69c. value, at..... 49c

Petticoats, in black and colors, deep flounce of accordion plaiting, ruche and ruffle finish, also four ruffles of braid trimming; $1.49 value, at..... 98c

Taffeta Silk Petticoats, fine quality, made with deep flounce of accordion plaiting, trimmed with double flare ruffles, finished with tucks; $5.00 value, at..... 3.49

Men's Wear

3 Great Bargain Friday Specials.

Men's Half-hose, in cashmere and imported heavy weight cotton; also black with white feet and plain tan; all have double sole, heel and toe; none worth less than 25c.; special at..... 19c

Men's Medium Weight Underwear in camel's-hair; shirts have ribbed bottom, drawers have double gussets, taped seams, suspender tapes, pearl buttons; 50c. value at..... 39c

Men's and Boys' Negligee and Bosom Shirts, in a variety of new patterns, made in best possible manner and perfect fitting; none worth less than 75c.; special at..... 49c

Toilet Articles

and Patent Medicines.

NO MAIL ORDERS.

DR. CHARLES FLESH FOOD, box..... 25c
GOODYEAR 2-QUART "A" HOT WATER BAG... 49c
CLARA LIPMAN'S TOOTH POWDER, regular price 25c., special..... 10c
BLAUD'S IRON PILLS, 100 in bottle..... 8c
BUDE'S PEPTO-MANGAN, ... 72c
CUTICURA SALVE, box, ... 35c
OMEGA OIL..... 20c
ELECTRIC HEADACHE WAFERS, box..... 10c
PE-RU-NA, the great Tonic 59c
FRESE'S HAMBURG TEA, package 15c
KILMER'S SWAMP ROOT, bottle 39c
HAIRINE, regular 25c. size, 10c
FATHER JOHN'S MEDICINE, $1.00 size..... 69c
COKE DANDRUFF CURE, $1.00 size..... 63c

Bargain Friday in the Great Basement Sale.

The Best Values in Housefurnishings and China that New York Has Known in Years.

Galvanized & Japanned Ware.

TOILET STANDS, complete, with pitcher, basin, soap-cup and towel-arm, white and gold enamelled; special 98c

JAPANNED UMBRELLA STANDS, roses and lilac flower decoration; special..... 35c

GARBAGE PAILS, with rim covers, special 39c

GALVANIZED WATER PAILS, heavy iron;

10 qt.	12 qt.	14 qt.
12½c	19c	25c

NICKEL WARE.

COFFEE POTS, with copper bottoms. Nickel Plated Coffee Biggins, with cloth bag, 4-pint size. Also nickel-plated Tea Pots, copper bottom, in 3, 4, 5 and 6 pint size, choice 49c

Willow Ware.

CLOTHES BASKETS, extra quality, medium size, worth 49c., at 25c

LARGE WILLOW CLOTHES HAMPERS, wood bottom, worth $1.75, at 1.25.

Brooms and Brushes.

NEW CORN PARLOR BROOM, 4 sewed; worth 29c. 19c

LONG-HANDLE COUNTER DUSTERS; worth 19c., at 10c.

FLOOR BROOMS, with detachable handle, 12-inch block; worth 89c., special 49c

None C. O. D.

KIRKMAN'S SOAP, per cake, 4c.
FELS-NAPTHA SOAP, per cake, 4½c.
FAIRBANK'S MASCOT LAUNDRY SOAP, 10 cakes for 25c.
FAIRBANK'S DANDY LAUNDRY SOAP, 10 cakes for 25c.
PUTZLIN SCOURING SOAP, 3 cakes for 5c.
SILEXO SCOURING SOAP, per cake, 2c.

Facts Boiled Down!

The 1904 World Almanac and Encyclopedia

25c. on News-stands. **The World Almanac and Encyclopedia.** 35c. By Mail.