

Brooklyn Advertisements.

Frederick Loeser & Co.

IMPORTING RETAILERS,
BROOKLYN.

We open the Season with the largest, choicest, best selected and cheapest stock of goods that has ever been offered in this country. The following are only a few samples of our values. There never was a time when a dollar would buy as much as it will with us this Autumn. Our facilities for the purchasing of goods are extraordinary, and our customers always get the full advantage of them.

Extraordinary Silk Sale,

All new goods, fresh from the looms, and purchased by us at the auction sale of the Ashley & Bailey Co. last week. The prices tell the story of values:

75 pieces Printed Warp Brocade Taffetas, handsome, stylish designs, in street and evening shades, made to order, 50 cts. per yard.

50 pieces Satin Line Tartan and Fancy Plaids, very desirable for Waists, made to sell at 80 cts.; our price, 50 cts. per yard.

BLACK SILKS.

25 pieces Black Brocade India Silks, new designs, 69 ct. quality, at 40 cts.
50 pieces Black Satin Brocades, new, large and medium designs, 75 ct. quality, at 60 cts.

25 pieces Black Brocade Gros Grains, new, large designs, 80 ct. quality, at 65 cts.
ON SPECIAL TABLES IN SECTION C, EXTREME REAR OF STORE.

Autumn and Winter Dress Fabrics.

Our Dress Goods section is teeming with an endless variety of the newest, most desirable and attractive productions of foreign and domestic looms.

SPECIAL OFFERS TO INAUGURATE THE SEASON.

38-inch all wool Fancy Cheviot, 30 cts.
40-inch all wool Fancy Cheviot, large, stylish effects, 49 cts.
38-inch French Bourette, changeable effects, 50 cts.
45-inch all wool Novelty Cheviot, very stylish, \$1.00.
44-inch all wool navy blue Storm Serge, extra heavy quality, 39 cts.

BLACK DRESS GOODS.

The most complete stock to be found in either city.
38-inch all wool French Jacquards, medium and neat designs, 99 cts.
40-inch Figured Brilliantine Mohair, large, handsome designs, 49 cts.
45-inch all wool Storm Serge, 39 cts., the best offered for the money.

Ombre Glacé Taffeta Ribbons, 17 and 25 cts., instead of 58 and 75 cts.

26,450 yards of very finest quality all silk, Ombre Glacé Taffeta Ribbons, 4 and 5 inches wide, including all the very latest shadings of Paradise, green, blue, reds, and violet combinations, regular 58 and 75 ct. quality, at 17 and 25 cts. per yard.

KID GLOVES.

Two Remarkable Offers, Which Cannot Be Duplicated.

2,000 pairs Foster Hook Kid Gloves, new large hook, complete line of colors and sizes, worth \$1.00, for 50 cts. per pair.
1,800 pairs Ladies' 4-button 2-row embroidery Kid Gloves, worth \$1.10, for 69 cts.

UMBRELLAS.

Very Special Offer.

250 28-inch Umbrellas, Union Taffeta Silk (selvedge edge), choice natural handles, trimmed with sterling silver, steel rod, paragon frame, case and tassels, for men and women, \$1.85.

1897 EMBROIDERIES.

Manufacturers' Sample Strips, Less than Half Price.

IN SECTION C, REAR OF STORE.

Nainsook and Cambric Edgings and Insertions, extra wide margins, cut-out edges ready for use, neat and showy designs, various widths. Curric-mac-Cross, Guipure, blind and open-work effects, an endless variety of styles, sold only in strips of 3 to 4 1/2 yards, at 2, 3, 5, 7, 9, 10, 12, to 25 cts. per yard.—The lowest prices ever quoted.

UNTRIMMED FELT HATS.

The Largest Assortment in Either City.

Extra fine French Felt Hats, new autumn shades, in black, regular \$1.25 quality, at 75 cts.

CYCLING AND ALPINE HATS.

Everything in Felt, Camel's Hair and Cloth plain and mixed colors. Special values at 75 cts., 98 cts., \$1.25 and \$1.48.

MISSES' AND CHILDREN'S CAPS.

A complete assortment for school and dress wear, in all the new shapes. Specials at 25, 48 and 75 cts.

TABLE LINENS.

Reduced Prices.

Heavy quality Bleached Table Damask, 70 inches wide, 69 cts. per yard, instead of 75 and 85 cts.
Superior quality Bleached Satin Table Damask, 70 inches wide, 98 cts. per yard, instead of \$1.25.
Very fine quality Bleached Double Satin Damask, 72 inches wide, \$1.50 instead of \$3.00.
Bleached Damask Napkins, \$4.00 per dozen instead of \$1.25; \$4.17 instead of \$2.25, and \$3.00 instead of \$3.75.
Extra heavy Double Satin Damask Napkins, 3/4 size, \$4.05 instead of \$7.50 and \$8.50.

BLANKETS.

The Lowest Prices.

White Cotton Blankets, 10-4, 45 cts. per pair, instead of 60 cts.; 11-4 08 cts. instead of \$1.25.
White Wool Blankets, 11-4, \$3.20 instead of \$3.75.
California Wool Blankets, 11-4, \$4.85 instead of \$6.00.
California Lamb's Wool Blankets, 11-4, \$6.00 instead of \$7.50.
12-4 California Wool Blankets, \$6.00 instead of \$7.50; \$7.85 instead of \$10.00.

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Our Entire Line of \$1.25 Quality for 85 cts.

250 pieces highest grade Body Brussels Carpets, Bigelow, Lowell and Whittals makes, with or without borders. Not a few patterns to select from, but our entire line, at 85 cts. per yard instead of \$1.25.

Also 30 patterns of the finest grade of Wilton Carpets, new and fresh goods, just opened, made of the best materials, and colors dyed in the best manner, \$1.75 per yard instead of \$2.25.

BEDROOM FURNITURE REDUCED.

25 Antique Oak Bedsteads and Bureaus—the bedsteads handsomely carved and of very pretty design, the bureaus fitted with French bevel plate mirrors, and the base very attractively arranged with shaped tops and swell front drawers—sets really worth from \$45.00 to \$60.00, to be closed out at \$28.00 for the two pieces.

HOUSE FURNISHINGS.

No Mail or Telephone Orders Filled for These Goods.

Floor Brooms, with long handle, good quality fibre, 25 cts.
Scrub Brushes, best quality Tampico, 4 cts.
Grinnell's Furniture Oil, best kind to use, 16 cts. bottle.
Feather Dusters, best Ostrich feathers, 6 cts.
Dress Mats, best quality Calcutta, large size, 40 cts.
Oilcloth, first quality, not second, 9 cts. per yard.
Ammonia for household use, full strength, 4 cts. bottle.
Bread Raisers, full size, with ventilated cover, 35 cts.
Water Filters, nickel plated, reversible, 18 cts.

GAS GLOBES.

One lot assorted colors and shapes, 4 and 6 inch, 10 cts.
One lot assorted fancy shapes, new etchings, 10 cts.
One lot extra fine, etched, assorted styles, 49 cts.

CUT GLASSWARE.

Spoon Holders, new shapes, 49 cts. instead of \$1.00.
Sugar Sifters, with plated top, 49 cts. instead of \$1.00.
Vinegar Cruets, 49 cts. instead of \$1.00.
Salts, with silver spoons, fancy shapes, 25 cts. instead of 39 cts.
Syrup Pitchers, with plated top, 49 cts. instead of \$1.25.
Water Bottles, neat, deepcutting, 59 cts. instead of \$1.00.
Wine Decanters, with cut stopper, 49 cts. instead of 90 cts.

TOILET SETS.

Richly decorated Toilet Sets, 10 pieces, fancy shapes and decorations, \$6.08 instead of \$10.00 and \$11.00.
Fancy Toilet Sets, handsomely decorated, \$5.98 instead of \$6.00.
English Porcelain Toilet Sets, full size, large pieces, \$1.00.
Also a lot of Jardinieres, almost every size and shape, to be closed out at lower prices than ever.

STATIONERY.

A Special Lot

of Cream Linen and Smooth Writing Papers, ruled and plain, 3 cts. per quire; Envelopes to match, 3 cts. per pack.
Gilt's, Esterbrook's and Spencerian Pens, 5 cts. per dozen.
Stafford's Ink, 2 oz. bottles, 2 cts.
Finest quality Perfumed Sealing Wax, 4 cts. per stick.
Security Mucilage, 2 oz. bottles, 3 cts.
Extra fine quality Lead Pencils, Nos. 2 and 3, 15 cts. per dozen.

BOYS' CLOTHING.

45 Youths' and Boys' Suits, with long trousers, for Autumn wear, formerly sold from \$10.00 to \$14.00, also Dress Coats and Vests that were \$12.00 to \$15.00, 14 to 19 years, all at \$6.00 per suit.
25 medium sized, all wool Cheviot Suits, with stylish patterns, 7 to 15 years, \$3.25 instead of \$4.50.

BRUSHES.

At Special Prices, on Table in Section B.

Fine quality Tooth Brushes, pure bristles, French and Japanese, 5, 10 and 15 cts.
Hair Brushes, pure bristles, medium size, 25 cts.
Toilet Brushes, pure bristles, large size, imported, 39 cts.
Hair Brushes, pure bristles, Olive and Fox wood, solid back, French make, 48 cts.
Long bent handle Bath Brushes, pure bristles, 25 cts.
Bone handle Nail Brushes, French make, with and without wiles, 12 cts.
Unpolished Wood Nail Scrubs, 2 cts.
Hurl handle Whisk Brooms, 6 cts.
Scotch Horn and Rubber Dressing Combs, assorted sizes, 10 and 15 cts.

TOILET SOAPS.

Parisiene bar, White Rose Glycerine Soap, 8 cts.
Colgate's Montrose Toilet Soap, 3 cts. per cake.
Buttermilk Soap, 3 cakes in box, 9 cts.

WATCH REPAIRING.

We recommend our Watch Repairing Department for the excellence of its work on all kinds of fine Watches.

INFANTS' DEPARTMENT.

An assorted lot of Flannelette Dresses, pink and blue and white stripes, yoke Collar effect, braided trimmings, high neck, long sleeves, 1 to 8 years, 59 cts. instead of 98 cts.
A choice lot of hand-made Dresses, long and short yoke and skirt of drawn work, feather stitched by hand, \$1.79 instead of \$2.45.
Infants' Silk Caps for Autumn wear, silk lined, feather stitched and embroidered, trimmed with full ribbon ruche, 98 cts. and \$1.45.

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BEDROOM FURNITURE REDUCED.

25 Antique Oak Bedsteads and Bureaus—the bedsteads handsomely carved and of very pretty design, the bureaus fitted with French bevel plate mirrors, and the base very attractively arranged with shaped tops and swell front drawers—sets really worth from \$45.00 to \$60.00, to be closed out at \$28.00 for the two pieces.

HOUSE FURNISHINGS.

No Mail or Telephone Orders Filled for These Goods.

Floor Brooms, with long handle, good quality fibre, 25 cts.
Scrub Brushes, best quality Tampico, 4 cts.
Grinnell's Furniture Oil, best kind to use, 16 cts. bottle.
Feather Dusters, best Ostrich feathers, 6 cts.
Dress Mats, best quality Calcutta, large size, 40 cts.
Oilcloth, first quality, not second, 9 cts. per yard.
Ammonia for household use, full strength, 4 cts. bottle.
Bread Raisers, full size, with ventilated cover, 35 cts.
Water Filters, nickel plated, reversible, 18 cts.

GAS GLOBES.

One lot assorted colors and shapes, 4 and 6 inch, 10 cts.
One lot assorted fancy shapes, new etchings, 10 cts.
One lot extra fine, etched, assorted styles, 49 cts.

CUT GLASSWARE.

Spoon Holders, new shapes, 49 cts. instead of \$1.00.
Sugar Sifters, with plated top, 49 cts. instead of \$1.00.
Vinegar Cruets, 49 cts. instead of \$1.00.
Salts, with silver spoons, fancy shapes, 25 cts. instead of 39 cts.
Syrup Pitchers, with plated top, 49 cts. instead of \$1.25.
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Wine Decanters, with cut stopper, 49 cts. instead of 90 cts.

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Fancy Toilet Sets, handsomely decorated, \$5.98 instead of \$6.00.
English Porcelain Toilet Sets, full size, large pieces, \$1.00.
Also a lot of Jardinieres, almost every size and shape, to be closed out at lower prices than ever.

STATIONERY.

A Special Lot

of Cream Linen and Smooth Writing Papers, ruled and plain, 3 cts. per quire; Envelopes to match, 3 cts. per pack.
Gilt's, Esterbrook's and Spencerian Pens, 5 cts. per dozen.
Stafford's Ink, 2 oz. bottles, 2 cts.
Finest quality Perfumed Sealing Wax, 4 cts. per stick.
Security Mucilage, 2 oz. bottles, 3 cts.
Extra fine quality Lead Pencils, Nos. 2 and 3, 15 cts. per dozen.

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Bone handle Nail Brushes, French make, with and without wiles, 12 cts.
Unpolished Wood Nail Scrubs, 2 cts.
Hurl handle Whisk Brooms, 6 cts.
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TOILET SOAPS.

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Colgate's Montrose Toilet Soap, 3 cts. per cake.
Buttermilk Soap, 3 cakes in box, 9 cts.

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An assorted lot of Flannelette Dresses, pink and blue and white stripes, yoke Collar effect, braided trimmings, high neck, long sleeves, 1 to 8 years, 59 cts. instead of 98 cts.
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All goods marked at smallest possible profit in plain figures and sold on cash basis. We intend to make and keep this side of the East River the GREATEST RETAIL CENTRE. Goods direct from manufacturers in all markets to customers, so save all intermediate profits.

SILKS.

Two-tone Taffeta, fancy and stripe satin, plain and brocade satins, in street and evening shades; also, a variety of novelty silks, 60c., 80c. and \$1.00 kind, all to go at 39c. per yard.

Two-tone Plain Changeable Taffeta Silk, all the leading combinations, suitable for waists and skirts, special at 49c. per yard.

27-inch All-Silk Satin Duchesse, value \$1.10; special at 79c. per yard.

Black Brocade Satin and Taffeta Silk, in large and medium figures, suitable for waists and skirts, value \$1.00; special at 69c. per yard.

24-inch Black Figured Taffeta Silk, small, medium and large designs, strictly all silk, value 79c.; special at 49c. per yard.

MILLINERY.

The styles shown this season in Children's Hats, Caps and Alpines are very attractive and stylish; our stock is complete in every detail, with all novelties and new shapes.

Black and Colored Alpines for Ladies and Misses, at 69c.

Black, Navy Blue and Brown Fur Felt Alpines, special at 87c.

Children's Trimmed Hats, all colors, at \$2.25.

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