

Brooklyn Advertisements.

Frederick Loeser & Co.

Something More of Table Ware.
Rogers & Hamilton's Raphael Pattern.

Rogers & Hamilton's Sugar Spoons, 39c. each.
Rogers & Hamilton's Cold Meat Forks, 45c. each.
Rogers & Hamilton's Sugar Tongs, 59c.
Rogers & Hamilton's Coffee Spoons, \$1.79 dozen.
Rogers & Hamilton's Oyster Forks, \$2.25 dozen.
Rogers & Hamilton's Butter Spreads, \$1.38 dozen.

Pretty Things in Paper.

A very handsome Embossed Crepe Paper looks exactly like silk. You cannot tell the difference, exquisite shades, three and a third yards, 35c.
The newest Flower and Border Designs, same amount, 35c.
New Candle Shades, our special, looks worth 60c., sells for 25c.; higher priced ones, 50c. and \$1.00.
New style of Globe Covers for large lamps, \$6.00.
Lamp Shades, \$1.25, \$2.00, \$4.00, \$5.50, and \$8.00.

Zilotron.

It Will Remove Superfluous Hair.
Zilotron is a toilet cream which can be used with perfect safety. It acts in strict accord with the laws of nature. It removes superfluous hair permanently, a gradual, safe process, harmless to the tenderest skin. It removes all blackheads, freckles, tan, and all other impurities of the skin, and leaves it in a beautiful, soft, white condition. Absolutely free from lime, zinc, or other metallic poisons, and guaranteed by the manufacturer. For sale in Toilet Article Department at \$1.00 bottle.

Flannels, Table Damasks, Sheets and Pillow Cases.

Saxony Wool Flannels, suitable for house wrappers and dressing gowns, 35c. yard instead of 45c.
Heavy and durable Bleached Table Damask, 68 inches wide, 98c. yard.
Odd Bleached Damask Table Cloths, 2 to 4 yards long, \$1.60 to \$4.50 each.
Loeser's hemstitched, soft finished, ironed sheets:
1 1/2 yards wide, 2 1/2 yards long, 65c. each; 2 1/2, 75c. each; 2 1/2 x 2 1/2, 85c. each; 2 1/2 x 2 1/2, 95c. each.
Pillow Cases to match, 4 1/2 x 4 1/2 inches, 23c. each; 5 1/2 x 5 1/2 inches, 25c. each.
A lot of hemstitched Pillow Cases, 42 and 45 inches, 12c. each; 50 and 54 inches, 15c. each.

Linings Cheap

Fast Black Percale Silk Lining, 36 inches wide, 5c. yard.
Imported All-Wool Black Moiree, 25 inches wide, 29c. yard instead of 39c.

The Candy and Soda

Our offer to-morrow of assorted Chocolate Pralines at 20c. a lb. box will give the unacquainted a pleasant introduction to our Candy Store and its attractions. Soda-water days are not yet over. Our Orange Phosphate will refresh you while shopping. It is delicious.

Housefurnishings.

All our Challenge Refrigerators at 25 per cent. off marked price. This is an opportunity to secure one of the best refrigerators at the price of an ordinary box. The quantity is limited; come early.
3-ft. Skirt Boards, the best goods in the market, 39c. instead of 60c.
Galvanized Garbage Cans, 14 1/2 x 17 1/2, 54c. instead of 90c.
Large size Galvanized Garbage Pail, with cover, 49c. instead of 69c.
3-qt. Cereal Cooker, with white enameled inside receptacle, 57c. instead of 89c.
9 1/2-inch Japanned Cash Boxes, 39c. instead of 75c.
Banner Oil Heaters, every one guaranteed, \$4.34.
Large Oak Chamber Pail, 21c. instead of 39c.
No Sag Curtain Stretcher, a good stretcher which is made in the United States, 74c. instead of \$1.25.
A limited quantity of Willow Clothes Baskets, whole willow and well made, were marked 55c. for Monday 25c.
1,000-sheet Roll Velvet Tissue Toilet Paper, 7c. instead of 15c.
2,000-sheet Roll Velvet Tissue Toilet Paper, 10c. instead of 20c.
Ostrich Feather Dusters, large size, 16c. instead of 30c.

Merchant Tailoring.

\$12.75 Here are two made to order suit offerings for Monday that are of more than passing interest to those who want a low priced suit well tailored, and that will prove serviceable.
At \$12.75, all wool Cheviot suits, six different styles, sack or cutaway frock, and made to fit.
At \$14.00, suit of Black English Thibet, sack or cutaway, lined with Italian cloth or serge.

An Event in Palms and Jardinières.

PALMS—Here are a hundred sturdy Palms, beautiful ones, the kinds that generally sell at double these prices. They are of the Areca and Kentia species; the largest size has 3 plants in a pot, 75c. \$1.10 and \$1.50 per pot.
JARDINIÈRES—And five hundred Jardinières, just in time to go with the Palms. They are of beautiful pottery, richly glazed; some of them are mottled, but mostly in solid colors, red, brown, green, blue, &c. It's an opportunity, if you need Jardinières. \$1.00 Jardinières, 60c.; \$1.25 and \$1.50 Jardinières, 75c.

Opportunities in Women's Neckwear.

Stock Collars made of Silk, Satin, Velvet and Liberty Silk, in black, white, cream and colors, 25c. each, instead of 49c.; 39c., instead of 75c.; 49c. each, instead of 98c.
Ostrich Feather Boas at extremely low prices, long, fine, bright lustre, and well made. 36-inch, \$6.75 each, instead of \$8.98; 45-inch, \$8.75 each, instead of \$10.98; 54-inch, \$10.98, instead of \$13.98.

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BROOKLYN.

A Marshalling of Forceful Facts About Prices.

"Every great and commanding moment in the annals of the world is the triumph of some enthusiasm." Enthusiasm that marks events, that surmounts difficulties, supplants the old, establishes the new and best. Our enthusiasm is fostered and promoted by your appreciation of the best merchandise and reliable methods. The vibrations caused by our Comparison Sale of last Monday are still felt. There was a reason why we did the largest business we have ever known. And so long as comparisons are made, just so long must our sales increase. We guarantee the price of every article we sell. If after buying of us attempts are made to cut our prices you have only to make claim on us and it will be allowed promptly and gladly. What greater assurance can you have that our prices must be as low or lower than others? All we ask is comparison. We know that not anywhere can you buy one single article lower than we offer it, excepting, of course, when a momentary effort has been made to cut our price, and this we meet at once. With us a dozen means 12, and a pound 16 ounces. We don't know short measures or short weights, but, quality for quality and pattern for pattern, we do know that it is impossible to buy cheaper than we sell. If you really want to get the most and best for your money, isn't it worth while at least comparing? We guarantee every price.

Women's Ready-to-Wear Costumes.

The New and with a Saving of 33 per cent. to 40 per cent.

Suits, Skirts, Jackets, Capes, and all so well tailored that you would take them to be custom made. All from entirely new models for this season, perfect in workmanship, fit and finish.

\$17.50 FOR \$21.00 SUITS. Cheviot Cloth, either black or blue, Top Coat, with silk lining, the new "Box" sleeve, flounce skirt lined with percale, and velvet finish.

\$22.50 FOR \$28.00 SUITS. Black or blue Yestitan Cloth, entirely lined with taffeta silk, jacket stylishly cut, lapped seams, skirt with deep flounce.

Also 50 SUITS, comprising different styles and materials, all new effects, in odd sizes, accumulation from our recent sales, go in two lots for Monday as follows: Lot 1, \$15.00 instead of \$22.50. Lot 2, \$21.00 instead of \$30.00.

\$3.50 FOR \$4.90 SKIRTS. Black Cheviot Cloth, with pleated back, lined with percale, and velvet finish.

\$5.90 FOR \$9.00 SKIRTS. Black Cheviot Cloth, with deep flounce, headed with straps

of material lined with percaline and finished with velvet.

\$7.50 FOR A \$10.75 JACKET. Black Kersey Cloth, 23 inches long, double breasted, with revers collar, box sleeve, lined with colored satin.

\$9.50 FOR \$12.75 JACKETS. Tan Covert Cloth, double breasted, with four-button effect, box sleeve and satin lining.

\$13.75 FOR \$18.00 JACKETS. Black or blue Kersey Cloth, very fine grade, top coat effect, with fly front, double stitched seams, lined with fancy taffeta.

\$4.50 FOR \$6.75 CAPES. Black Kersey Cloth, 22 inches long, trimmed with straps of cloth and rows of narrow braid.

\$5.90 FOR \$8.50 CAPES. Tailor-made of black Kersey, elaborately braided, box-plaited back.

More Muslin Underwear Inducements.

Petticoats, Silk and Flannel Waists, Wrappers and Infants' Wear.

The second floor will be a beehive of activity to-morrow, with the exceptional inducements in Underwear, the under-priced Petticoats, newest Silk and Flannel Shirt Waists, Wrappers and Infants' Wear. These are a few of the offers:

GOWNS.
Good Muslin Gowns, V shape, embroidered, lace insertion, at 29c.

Finer Muslin, square neck, handsomely embroidered, also Empire style, at 59c.

Cambrie and Muslin Gowns in a variety of styles, handsomely embroidered and lace trimmed, at 79c. and 98c.

CORSET COVERS.
Good Cambrie Covers, V shape, embroidered, 19c.

In V shape and square neck, handsomely embroidered, 39c.

DRAWERS.
Muslin Drawers, embroidered edging, at 25c.

Fine Cambrie, umbrella shape, trimmed with lace edge, at 59c.

Good Flannellette Underskirts, neat stripes, yoke band, 19c. and 29c.

COLORS PETTICOATS.
A splendid lot of Black Satin Petticoats, umbrella ruffle, corded, lined with Domet flannel, special, 98c.; regular, \$1.59.

A choice lot of Silk Petticoats in handsome new shades, also black, deep-corded umbrella ruffle; this is an exceptionally good lot, special at \$5.98.

SILK AND FLANNEL WAISTS.
A choice lot of extra quality Taffeta Silk Waists in black, yoke and back tucked, black satin bias tucking in front, handsome plaids with fine tucking, included in this lot are some very stylish Velvet Waists, made with three rows of tucking in front, some with sleeves tucked, in violet, green, gobein and cardinal, choice of all \$4.98; regular \$5.00, \$6.75.

All Wool Flannel Waists in navy, green, cardinal and black, handsomely braided front, self collar, special at \$1.98.

WRAPPERS.
Flannellette Wrappers in good fall colorings, yoke trimmed with cashmere ruffle over shoulder, tight back, at 98c.; regular \$1.45.

All Wool Eiderdown Bath Robes in cardinal, pink, blue and gray, Princess back, worsted girdle, full skirt, special at \$3.98.

Outing Flannel Negligee Gowns in plain Mother Hubbard style at 59c.

In Empire Style, handsomely trimmed with embroidery, at 98c.

INFANTS' WEAR.
Good Cambrie Slips, pointed yoke, neat embroidered insertion, special 29c.

Silk Caps in cream only, lace ruche, 29c. and 39c.

A choice lot Crepon Eiderdown Caps in cream, cardinal, pink and blue, lambs' wool face, lined with silk, silk strings, special 59c.; regular 98c.

Eiderdown Coats in cream, light blue and pink, pointed collar, braid and fur trimmed, special \$1.69; regular \$2.48.

Fine Crepon Eiderdown Coats, assorted colorings, some trimmed with lambs' wool, and others fancy fur heads, at \$2.25 and \$3.98.

Misses' and Children's Muslin Night Gowns, cambrie ruffle on neck, special 29c.; regular 45c.

A \$1.00 Sonnette Corset for 59c.

Here's another Corset opportunity, as worthy your notice as anything we've offered, and that's saying a great deal. 600 pairs of the well-known Sonnette Corsets, all perfect, in white and drab, imported Coultile and black satin, sold regularly in our stock for \$1.00, to be sold Monday at 59c., sizes 18 to 30.

The Colored and the Black Silks.

One's imagination may safely run riot among the beautiful fabrics of the season. Richness, delicacy, newness in weave and design will attract your admiration. Here are some for to-morrow which will serve to introduce you to the price advantages linked to the beautiful:

At 69c. Fancy taffeta stripes, in barre effects, figured Gros Grain in small neat designs, new colorings in Plaid Taffeta, Armure and Taffeta brocade in a large variety of new combinations and styles.

At 89c. New styles, beautiful combinations in Ombre, Cannelle and Poupouline, striped Taffetas and handsome plaid Taffetas.

At \$1.00. Fancy Cannelle striped Taffeta with designs in lace effects, 3-tone striped Gros Grain with polka dots in white and black, exquisite colorings in graduated stripes,

Color in Dress Goods.

With goods such as these a gown may be developed without the aid of much ornamentation. The designs and the color schemes are attractively and harmoniously united. Here are some prices for Monday that will introduce you to these fabrics at less than cost to import:

43-inch all-wool French Drap d'Éte, fine, heavy quality, all the latest autumn colors as well as black; cannot be imported to sell for less than we offer; 20 pieces on Monday at 49c.

47-inch all-wool two-color Granite Suitings in the newest color mixtures, beautifully blended, stylish and serviceable for street

dresses; cannot be sold at a regular profit for less than 85c.; we offer 17 pieces at 53c.

48-inch all-wool Barre Stripes in navy blue, black and green, heavy worsted serge grounds with black byadere stripes in braid effects; the goods are worth \$1.00; 15 pieces only at 59c.

Men's Shoes at a Sacrifice.

\$1.90 and \$2.50 for the \$5.00 and \$6.00 Kinds.

All to Be Closed Out
Those who haven't yet bought their Fall and Winter Shoes may count themselves lucky—or even if they have bought them, to buy an extra pair or two of such shoes as these at such prices is no less than finding so much money. Those of you acquainted with our Men's Shoes know that selling them at \$1.90 and \$2.50 is really a remarkable opportunity. For you who do not know them, we emphasize the fact that they are just such shoes in make, finish, style, wearing qualities as you generally pay a good reliable dealer \$5.00 and \$6.00 a pair, and that's no exaggerating.

Fall and Winter Shoes. Black Vici Kid and Calfskin, Patent Leather, Enamel Leather and Box Calf. Most of the better ones are leather lined (on and off like a silk-lined overcoat) and made with extra heavy extension soles of best oak tanned leather. We commenced selling these yesterday, and will continue to-morrow the sale of all that are left.

More of Trimmed Millinery.

Artistic perfection, marvels of grace, quaint shapes, picturesque types, such numerous, pleasing and becoming decorations, delightfully rich and attractive. And withal we can offer you these stylish, effective and refined Hats at popular prices. Hats, Toques and Bonnets, of good material, too, at \$3.98, \$4.50, \$4.98, \$5.50, \$6.50, \$7.75 and \$8.50.

Lace Curtains and Draperies, a Purchase.

There's always something new in the Upholstery Department, things that add so much to the furnishing of a room, inexpensive things. They will interest you always, but To-morrow we offer some Curtains and Draperies that are really so cheap you should come early to secure a choice.

New designs in Marie Antoinette and Renaissance Lace Curtains at \$6.25, \$7.50, \$9.75 and \$11.50 pair.

Irish Pett, \$5.00, \$7.50 and \$9.00.

Nottingham, \$2.00, \$2.75 and \$3.95.

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Notions and Dressmakers' Supplies.

Nickel Plated Safety Pins, all sizes, 3c. card.

Feather Stitched Braids, assorted patterns, 6 yard pieces, 4c. piece.

Steel Thimbles, 2c. each.

Comb Curling Irons, 7c. each.

Darning Cotton, all colors, 30 yards on a card, 4c. dozen.

Dress Shields, light weight, sizes 2, 3, at 5c. pair.

Fine Seam Binding, 9 yards, 8c. piece.

Fancy Bone Casing, 6 yards, 10c. piece.

Pyrens Continuous Hooks and Eyes, 5c. card.

Wood Handle Button Hooks, 6 and 8 inch, 2c. each.

Harpin Cabinets, assorted, 3c. box.

Shawl Pins, Jet Heads, 4c. card.

Satin Band Hose Supporters, all colors, 10c. pair.

Ever Ready Skirt Banding, all sizes, 5c. each.

Blue Velvetin Binding, black, 5 yards, 8c. and 12c. each.

Black Bias Corduroy Binding, wide width, 4c. yard.

Section C, extreme rear.

Dress Trimming Less Than 1-2.

An importer's sample line of Black Mohair Dress Ornaments, 39c. each; it is less than half price.

Colored Bead Gimps, at 5c. yard, regular from 15c. to 25c. yard.

Complete set of Dress Ornaments, including skirt, waist and sleeve pieces, at \$1.69 set, instead of \$2.48.

Assorted patterns of Mohair Braids, at 5c. yard, regular 10c. to 15c.

Leather Goods.

This is a lot of Pocketbooks, Purses and Hand Bags that we offer to-morrow at half price and less.

Imported Purses of genuine alligator, small sizes, 10c.

An assorted lot of Combination Pocketbooks and Clasp Pocketbooks in genuine seal, alligator, Morocco and calf leathers, at 49c. each.

15 styles of Combination Pocketbooks, also with clasp, genuine seal, calf, Morocco, crushed Levant, &c., at 98c. instead of \$1.98 to \$2.98.

Hand Bags in grain leather, leather lined, assorted sizes and shapes, at 49c. instead of 89c. to \$1.98.

Real Tortoise Shell

At the Price of Imitation.

4-inch Pompadour Side Combs, tapered teeth, 33c. pair.

4 1/2-inch, 45c. pair; 5-inch, 55c. pair.

4-inch Pompadour Side Combs, half quill top, 55c. pair; 4 1/2-inch, 69c. pair.

Chignon Comb, heavy weight, plain top, 45c.

Chignon Comb, fancy top, 85c.

Loop Top and Fluted Hairpins, 2 1/2 inch, 5c. each; 3 inch, 7c. each.

Plain Hairpins, 2 1/2 inch, 25c. dozen; 3 inch, 45c. dozen.

Jewelry Dept.

Sale of Toilet Brushes.

These are imported Brushes for toilet use of very excellent quality, and will prove an exceptional opportunity to those who can take advantage of this sale.

11-row Hair Brush, pure white bristles, solid back, at 49c. instead of 75c. Same, 15 rows, at 69c. instead of 98c.

Ebony Hair Brushes with long white bristles, solid back, 75c.; value \$1.25.

12-row Military Brush, concave olive wood back, pure bristles, 69c. instead of 98c.

An assorted lot of Tooth Brushes in French and Japanese make, 5c. instead of 8c., 10c. and 15c.

Bone Handle Nail Brushes, first quality bristles, 25c., 39c. and 49c. instead of 49c., 69c. and 98c.

Bone Handle Lather Brushes, pure bristles, 15c. and 25c.

Imported Comb Cleaner, made of white horsehair, 29c.

A Sale of Clocks at 1-2.

A golden opportunity to buy either a modest American Clock or the more pretentious French one. The best 8-day American clocks, imported in imported china cases, beautifully decorated and tinted in delicate colors, \$4.50, reduced from \$8.00.

Eight-day Clocks, best American movements, incased in Royal Bonn cases, neatly decorated and tinted, \$3.98, reduced from \$6.00.

One fine French Clock and side ornaments in gold fine French China, panel tinted with Cobalt blue and decorated in Vienna figure painting, \$44.00, reduced from \$88.00.

One fine French Clock and pair of Candelabra finished in brass, \$37.50, reduced from \$95.00.

One fine French Clock, mounted on marble base and with figure of David in dark bronze and Candelabra to match, \$42.50, reduced from \$85.00.

Two fine French Clocks in gilt, with fine Vienna figure painting and Candelabra to match, \$33.00, reduced from \$65.00 and \$75.00.

One fine French Clock, incased in Verne Martin case, \$27.50, reduced from \$55.00.

Three fine French Clocks, incased in Onyx, \$12.50, reduced from \$25.00; \$25.00, reduced from \$42.50; \$30.00, reduced from \$60.00.

Six fine French Clocks, incased in Royal Bonn and Dresden cases, were \$27.00 to \$50.00, \$13.50.

Boys' Clothing

50 Dark Blue all wool Cheviot Sailor Suits, trimmed with rows of soutache braid, strongly made, 3 to 12 year sizes, value \$4.00, at \$2.69.

75 Sailor and three-piece Middy Suits, in 4 different styles, collars and vests stylishly trimmed with soutache braid, 3 to 9 year sizes, at \$2.98; regular price \$3.98 and \$4.48.

Photographic Supplies.

We make a specialty of printing, developing and enlarging for Amateur Photographers, and have everything in Cameras and Photographic Supplies at prices that will save you money.

Rugs That Will Sell at Once.

Berlin Rugs, 15x36, \$2.00, reduced from \$3.00.

Wilton Rugs, all wool, 27x34, at \$3.00 instead of \$5.00.

\$10.00 Turkish Rugs at \$7.50; \$12.50 Turkish Rugs at \$8.75; \$15.00 Turkish Rugs at \$10.50.

Room Sizes Rangpur Reversible Rugs, 6x9, \$6.75; Tokio Rugs, 9x12, \$11.00.

Royal Wilton Rugs, 8x10 1/2, \$13.50 and \$27.75; 9x12, \$18.75 and \$32.50.

Turkish Carpet Rugs, 6x9, \$24.50; 8x10, \$40.00; 9x12, \$50.00.

Past AND Present.

STERLING PIANOS

were popular with the musical public of the past generation, is no reason why they should be popular with the public at the present time.

STERLING PIANOS

were the POPULAR PIANOS years ago PROVES that they were good pianos and gave

"PERFECT SATISFACTION.

HENCE THEIR PRESENT POPULARITY.

QUALITY

tells its own story.

118,000 STERLING

Instruments are telling the Sterling story in as many homes every day.

That is a "FACT" that should not be ignored by intending purchasers.

Others may offer "phenomenal bargains" and make "extravagant claims," but the

MODERN STERLINGS

purchased direct of us at

FACTORY PRICES

will prove a genuine bargain.

WE MAKE NO CLAIMS

that we cannot substantiate.

WE ARE EXHIBITING

NEW BABY GRANDS,

Prices \$550.00 to \$750.00.

NEW UPRIGHT GRANDS,