

The Sun.

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Frederick Loeser & Co. Brooklyn Advertisements. Brooklyn Advertisements. Brooklyn Advertisements. Brooklyn Advertisements. Brooklyn Advertisements. Frederick Loeser & Co.

39c. for 65c. and 75c. Panne Ribbons.

More of that splendid panne silk ribbon, 5/8 in. wide, from the best mill in this country. The same high grade, with flat nap that doesn't ruff up, of our previous famous sale—and never before that time sold below 65c. per yard. The most favored hues are here—white, rose, sky, cream, black, turquoise, maize, beige, tan, orange, Nile, brown, modes, etc. No better ribbon value ever offered than this splendid panne at 39c. per yard. Also:

AT 19c. INSTEAD OF 28c.—Splendid Louisiana all-silk ribbon, plain colors, 4 inches wide. All the wanted light shades, as well as black and white.

The Newest Outing Hats.

Large appreciation and small purses will find another field day to-morrow at our millinery store—dainty, fancy and deft fingers have been busy all the week, in fact, for many weeks, to please all tastes.

AT 18c., 69c., \$1.25 AND \$1.50—Outing hats in newest braids and shapes—Mantilla, Tuscan and fancy straws—the styles that need but little trimming.

Handsome Trimmed Hats, \$2.50 to \$6.50.
A superb assortment of the newest Outing and Shirt Waist shapes—and all Loesermade—we know of no truer hair mark of worth. The woman who buys one or more of these Hats to-morrow need feel no envy of her weatherly friends.

More \$1.29 Umbrellas.

Would Be Cheap at \$2.00.

It wouldn't be an exaggeration to say that most of the handles alone are worth more than we ask for the whole umbrella. The women's are long and medium sized pearls, Cape Horn, Ivory, Dresden and natural wood, all handsomely trimmed. The men's have Howell's English box and Scotch furze hooks, and in three sizes—26, 27 and 28 inch. The 27 inch is a new wrinkle and will be found a boon to the medium sized man. Every one of the umbrellas is covered with the finest union taffeta silk, and all silk cases, steel rods, paragon frames and our guarantee for a year goes with each. A good enough umbrella for anybody, at \$1.29.

Thousands of Shirt Waists.

The Best at Lowest Prices Yet.

All kinds cotton, silk and albatross, and in many instances they will cost you less than even the making.

AT 29c. INSTEAD OF 49c.—Good percale waists in neat stripes, detachable collar, bishop sleeves.

AT 49c. INSTEAD OF 79c.—Pretty chambray waists in oxblood, blue and pink, full front, pearl buttons.

AT 59c., REGULAR 99c.—Pretty striped gingham effects, also some good styles in dimities.

AT 99c. REGULAR \$1.59—Dimities, gingham and fancy lawn waists, including pretty sailor collar effects.

AT 69c. INSTEAD OF \$1.00—Good white lawn waists, tucked back and front, detachable collar edged with embroidery.

White Lawn Waists.
We have the best assortment of these most popular waists we know of anywhere—numberless styles and pretty designs.

AT 99c. INSTEAD OF \$1.59—Fine lawn waists in a number of styles; some tucked and hemstitched, others 4 and 5 rows of embroidered insertings and pretty sailor collars, trimmed with embroidery, all at 99c.

Finer lot \$1.49, \$1.98, \$2.98 to \$16.50. Pretty white waists, button back, from 99c. to \$10.00.

Black lawn waists, \$3.98, \$4.98, \$5.98, \$6.98, \$7.98, \$8.98, \$9.98, \$10.98, \$11.98, \$12.98, \$13.98, \$14.98, \$15.98, \$16.50.

AT \$1.98 INSTEAD OF \$2.98—China silk waists in black, navy, white, pink and blue, tucked and hemstitched effects, pretty striped wash silk waists and a choice line of stylish polka dots.

AT \$2.98 INSTEAD OF \$3.98—250 assorted taffeta silk waists in black and assorted colors, taken from our own stock, all this season's make; some are slightly handied.

China silk waists, new models, black, white, unlined and lined, at \$2.98 and \$3.98.

AT 99c. INSTEAD OF \$1.98 AND \$2.98—All wool albatross waists in colors and black, also some French flannel waists, broken sizes, in this lot.

Summer Separate Skirts

At \$3.39 for Those Worth \$5.00 to \$14.00.

Some are the regular walking kind, full lengths and others for outing, golf and athletic sports; trimmed with consecutive rows of stitching around lower part. They consist of the finest materials ever used and include silk and linen mixtures, imported mercerized linens, piques, linen vestings and silk chambray. The colors include navy, light blue, tan, brown, gray, also black and white. Price for Monday, \$3.39 each; value \$5.00 to \$14.00.

AT \$1.89 INSTEAD OF \$2.50—White pique skirts, fine quality, graduated flounce, trimmed with starch strap of same material.

AT \$2.25 INSTEAD OF \$3.50—In tan Irish linen, with graduated flounce, headed with starch fold of material.

AT \$2.65 INSTEAD OF \$3.85—Fine quality of white pique, bias flounce, handsomely trimmed with fine quality of Swiss insertion.

Remarkable Offer of Girls' Dresses.

Think of 69c. and 98c. for a Dress!

These are some of the smartest as well as the daintiest dresses shown at any season; beautifully made, with deep hems—they are all well shaped and are all up to our standard in every direction. Sizes, 6 to 12 years.

AT 98c.—Guimpe style, in figured lawn, light grounds, either blue, pink or red, deep collar and tastefully trimmed with insertion. High-neck style, in percale, light and dark grounds, stripes and figures; a large assortment of colors, with yoke trimmed with white pique, deep ruff, edged with fancy braid.

AT 98c.—Sailor or guimpe dresses of striped and spotted percale, light and dark grounds, with collars of white pique, trimmed with self material. Also a guimpe dress in various shades of chambray, daintily made with a large collar of white pique, trimmed with self material.

Pedestrian and Outing Suits.

AT \$1.98—Blue and black Melton cloth, gored front and sides, lap seams, with several rows of stitching.

AT \$3.98 FOR THE \$7.50 KIND—Reversible diagonal chevion in Oxford gray or brown face with plaid back, lap seams, consecutive rows of stitching around lower part.

Silk Eton Coats Extraordinary.

At \$4.85 for Those Worth \$10.25 to \$12.75.

\$4.85 is less than the cost of the silk alone. Seems like exaggeration, but is a fact easily calculated by any one. Every coat is the finely textured kind of a good quality taffeta—some have white and others have black moire, vest trimmed with tulle or gilt braid, many are finished with small silver buttons and are entirely trimmed with a 1-inch strap of stitched taffeta; sizes, 32 to 40, bust measure. The title is pronounced correct for now. They are the prettiest coats we have ever sold—about 250, and the price is \$4.85 each instead of \$10.25 to \$12.75.

Shirt-Waist Suits

At a Fraction of Making Cost.

AT \$1.98—Think of buying a suit at \$1.98—it is a fraction of the cost of making. They are well made, too; up to date, most practical. The materials are striped and figured percale in light blue, dark blue and lavender effects; sailor collar, with shield and standing band of white pique.

AT \$2.25—Shirt-waist suit in corded madras, in blue, ox blood, lavender effects; waist with a fancy standing collar, plaited back, Bishop sleeves, with cuffs; 7-gored skirt.

AT \$3.50—Shirt-waist suit in chambray, light blue, dark blue, ox blood, lavender and tan; waist and skirt elaborately trimmed with 1-inch band of white pique, collar and cuffs to match, tucked back, Bishop sleeves; circular skirt.

AT \$5.50—Shirt-waist suit in tan, linen, baste; waist elaborately trimmed with stripes of white embroidery and clusters of tucks, Bishop sleeves; skirt with 9-inch tucked knife plaiting, headed with bands of embroidery to correspond.

Broadest Guarantee in the World.



BROOKLYN.

So far as we know this is the broadest guarantee given to customers by any house in the world: We guarantee the price of everything we sell to be as low or lower than the same article or pattern can be bought anywhere else. If in a day, a week or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once.

We will deliver all purchases free of charge at your door, at all places reached by the express companies in the States of New York, New Jersey, Pennsylvania, Delaware, Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut, or at railroad station where there is no express. Goods for Long Island will be delivered the day of purchase or early the following morning.

Free Out of Town Delivery.

Another Big Shirt Sale.

75c. for \$1.00 and \$1.25 Kinds. \$1.50 for \$2.00 to \$2.50 Kinds.

AT 75 CENTS—Men's and boys' fancy negligee shirts, made from splendid American striped madras, usually found in \$1.00 and \$1.25 shirts. The patterns are of the best; the making and finishing especially good; sizes 12 to 17-inch neck; detachable link cuffs.

AT \$1.50—Men's fancy negligee shirts, made equal to custom made out of mercerized linen and imported madras cloths; the patterns are confined to us, and make the hand-somest and the best lot of negligee shirts ever placed on sale. The shirts are plain or plaited negligee styles, with cuffs attached or detached, and are of extraordinary value.

Summer Suspenders, 25c.

Light weight suspenders, made from fancy striped percale shirting, with elastic ends; cool, strong, comfortable, cheap.

Table Silverware at Half.

Handsome new designs bought at a price which means quick selling to-morrow. Every piece Rogers Bros' extra plate on white metal. Some are plain patterns, others have fancy beading. But all most artistic and all far under price.

19c. for 49c. sugar spoons.	89c. for \$1.50 oyster forks (set of six).
29c. for 59c. butter knives.	\$1.19 for \$2.15 soup spoons (set of six).
45c. for 75c. cold meat forks.	\$1.29 for \$2.35 table spoons (set of six).
49c. for 89c. gravy ladles.	\$1.29 for \$2.35 dinner forks (set of six).
69c. for \$1.00 salad spoons (set of six).	
69c. for \$1.00 tea spoons (set of six).	

Most Eventful Merchandising.

In June, the month of roses, we are passing all records in merchandising. The reason is plain. This store is doing more than ever to help people get goods at the least expense. Vast opportunities have been offered us to take entire stocks at our own prices, the lowest ever known. In many cases prices are under the cost of the raw materials. The warm days tend toward slumbering trade, but all the same it presents opportunities which we can quickly grasp to your unequalled advantage and turn dullness into greatest activity. A real mastery of the markets has led to a gathering to-morrow throughout the whole store rarely equalled if ever before in the month of June.

Clearing Sale of Silks.

Printed India Silks and Liberty Satins at 35c., 49c., 59c., 69c. and 79c. per Yard.

There are 10,000 yards of these, 24 to 27 inches in width, all this season's designs and colorings. Those at 79c. are our regular \$1.00 quality of Liberty Satins, in the latest patterns and elegant colorings.

Guaranteed Black Taffetas at 59c., 69c., 79c., 89c. and \$1.00, Regular 75c. to \$1.25 Qualities.

A lot of 12,500 yards. They are the 75c. to \$1.25 kinds, with "Wear Guaranteed" on edge of each yard.

Colored and Black Dress Goods.

More Phenomenal Opportunities.

During the past few weeks this store has had some of the most remarkable dress goods sales in the history of merchandising. Newest and most fashionable materials at the lowest prices ever known and passed out to you in quantities the largest ever recorded for this time of the year. We have been able to duplicate some of these goods in limited quantities, but enough to make profit for a great many who missed the original sales. The prices are a revelation in dress goods selling.

At 24c., Regular 49c.

The lowest price this 38-inch, all-wool black albatross has ever been sold at. This has been one of the most desirable fabrics this season—light weight and suitable for mountain, seashore or street wear; a perfect color; regular 49c., at 24c.

At 39c., Regular 75c.

A 44-inch granite cloth, jet black, woven very firm and made of fine yarns; excellent goods for wear and they are dust resistant; regular 75c., at 39c.

At 29c., Regular 60c.

English mohair brilliantine, fine stripes; colors are navy and black; bright and lustrous, guaranteed fast color; regular 60c.

Remnants at a Fraction.

Our great sales left us with large quantities of the most desirable kinds of remnants—all sorts of lengths, from small pieces to some very useful sizes for dresses, skirts and waists. Both black and colored goods of the most up-to-date character—great bargains among them.

At 49c., Regular \$1.00.

All-wool imported "La Gloria," 44 inches wide; popular shades—old rose, light blue, French blue, Nile, pink, light gray, reseda, rose pink, cardinal, navy and cream.

Clearing Sale of Portieres and Lace Curtains.

Semi-Annual Event of Great Importance.

Twice every year we have a regular housecleaning time, as it were, in our upholstery store. It gives the watchful shopper opportunities rarely equalled at any other time of the year and greater this season than ever before. All our small lots of lace curtains and portieres are sold at less than cost to make. Lots of goods to be picked up at prices low enough to pay you to buy and lay aside for future use. Here are some of them:

AT \$3.45, REGULAR \$5.00 PER PAIR—54 pairs reversible tapestry portieres; a lot of good colorings—red, green, olive, blue, mahogany, &c.

AT \$4.50, REGULAR \$5.75 AND \$6.00 PER PAIR—75 pairs extra quality tapestry portieres, in self colors and two-toned colorings; a great variety of patterns and styles.

AT \$5.95, REGULAR \$9.00 AND \$10.50 PER PAIR—45 pairs mercerized, silk finished and Derby portieres.

AT \$5c., WERE 98c. PER PAIR—Ruffled muslin curtains, three yards long.

AT \$2.35, REGULAR \$3.25 TO \$4.00 PER PAIR—11 patterns white and ecru Irish point curtains.

AT \$4.75, REGULAR \$6.50 AND \$7.00 PER PAIR—12 patterns white Irish point curtains.

AT 69c. AND 89c. PER PAIR—25 patterns Nottingham curtains, fairly good quantities of each.

Summer Reductions on China.

Quantities of odds and ends as well as complete ends, too—in many cases much under half price. Summer is the preparation time for autumn and winter in our china store—it gives you many things cheaper than any time in the year.

Bric-a-Brac at 1/2.

Rich Austrian vases, royal blue and in red with rich embossing, decorated in soft contrasting colors. \$1.75, reduced from \$3.50. \$2.75, " " " \$5.50. \$3.50, " " " \$7.00.

Rich art pottery jardiniere, similar to Rookwood ware, all sizes from smallest to largest: 95c. instead of \$2.00.

Go! de n iridescent glass flower vases, 8 to 15 inches high, copies of antique Pompeian art formerly sold for \$1.50 to \$4.00; these are 59c., 98c., \$1.25, \$1.50, \$1.75.

Austrian china plaques, a large variety of pretty color effects, maroon, blue and green borders, plates, all gold, decorated in centre with figure painting: 50c. instead of \$1.00. 75c. " " \$1.50. 98c. " " \$2.50.

A large assortment of lamp globes, all sizes, with various floral decorations, at 50c., \$1.00, \$1.50 instead of \$1.00 to \$4.00.

Dinner Sets. AT \$6.75, WERE \$9.50—Good porcelain dinner sets, 100 pieces, including soup tureen; the decoration a tasteful design in a soft blue tone.

AT \$11.98, WERE \$15.00—Fine English porcelain dinner sets, 100 pieces, including soup tureen, a handsome serviceable set; the decoration an artistic design in blue, all pieces gold trimmed.

AT \$16.50, WERE \$20.00—French china dinner sets, 100 pieces, including soup tureen; dainty floral decoration in natural colors, handles gold trimmed.

China Plates Cheap. AT \$2.00 A DOZEN, WERE \$3.00—Decorated china bread and butter plates.

AT 25c. EACH INSTEAD OF 50c.—Limoges china and fine Austrian china fruit, tea and ice cream plates.

AT 10c. EACH INSTEAD OF 20c.—French china plates, all sizes, worth up to \$4.00 the dozen.

AT \$1.50 EACH INSTEAD OF \$2.50 AND \$3.50—Fine decorated French china plates that are regularly worth \$3.00 to \$4.20 the dozen.

10c. a Yard Saved on White Persian Lawn.

Here are two numbers of imported white Persian lawn, of which we have a surplus stock; they are both very fine material and very light; we offer them to you at a saving of 10c. a yard, viz: 25c. for the 35c. kind. 30c. for the 40c. kind.

AT 12c. FOR 18c. INDIAN LINON—It is 40 inches wide, fine and sheer and a perfect shade of white.

AT 19c. FOR 28c. PLAIN WHITE ORGANDIE—A sheer quality and 48 inches wide; has a beautiful French finish.

9c. for 15c. Egyptian Silk Linings.

This lining is made of cotton, but looks more like silk than anything you ever saw at the price. Has a deep rich shade of black with a silken sheen to it; light in weight, just suitable for warm weather and wears like iron.

89c. for \$1.25 White Quilts.

These are white crochet quilts that we bought from a maker who had a surplus stock of this particular one—double-bed size and Marseilles patterns.

Also a lot of fringed white crochet quilts for metal beds, extra large size, Marseilles patterns; regular \$2.00 kind for \$1.50.

15c. for 25c. Exposition Batiste.

A genuine hot weather fabric—very fine and sheer—a splendid lot of styles and colors. The patterns are close copies of the high quality foldable silks—indeed, at a short distance, have the effect and grace of a silk fabric—regular 25c. quality for 15c.

12c. for 25c. Irish Dimity.

There are 14,000 yards of these 25c. Irish Dimities. Unusual to get these at the beginning of the season at 25c. even, but these are at 12c. The styles and colorings are all good—a veritable sweep at 12c.

Newest Belts Very Cheap.

10c. for white enamel belts, washable.

25c. for 50c. all-seal belts, also colored Morocco and patent leather.

98c. for \$1.50 all-seal chataleine bags, large size.

Awnings, Shades, Slip Covers.

Busier and busier every day in Awnings, Shades and Slip Covers; yet we can promise prompt delivery of any orders you may give us.

FURNITURE you wish upholstered, if left with us during the summer, will be returned to you fresh and new in the autumn. Cheaper to have it done during the dull part of the summer, too—no charge other than the bare cost, because it is economy to keep our workroom busy rather than close it up.

Special Sale of Linens.

AT 69c. for 85c. silver bleached Austrian damask, 72 inches wide.

AT 85c. for \$1.10 very heavy silver bleached damask, embossed patterns, launder up beautiful.

AT 50c. for 75c. all linen bleached Irish damask, 64 inches wide.

AT 75c. for \$1.00 72-inch all linen bleached Irish damask.

AT \$3.00 for \$3.75 8x10 all linen damask cloths, grass bleached.

AT \$3.00 for \$4.00 special all linen napkins, size 25x25.

AT 10c. for 12c. all linen bleached Scotch Russia crash, 17 inches wide.

AT 12c. for 18c. extra heavy all linen bleached Russia crash, 17 inches wide.

Men's Suits at \$10.00, Were \$12.50.

Faultless Clothing—a bold statement truly—and yet no other word so aptly describes these handsome, ready-to-wear, hot weather suits. The high-priced custom tailor uses no better fabric than the shopkeeper's workman—pays no more attention to all the little details of cut and finish than you pay for his charges are three or four times greater. We insist that the fit shall be perfect—costs nothing to try them on. Money back if not suited.

A number of \$12.50 Suits have been added to the \$10.00 kind. Hence not only is your range of choice increased, but even greater values are offered than ever before. Details follow:

Sack Suits—coats half or full lined. Trousers the correct shape and have belt loops. Pure all-wool fabrics that will not shrink—fancy chevrons or striped flannels in all the newest shades. Also navy blue serge that will not fade. Plenty of them in all sizes, short and stout, as well as regular 34 to 44-inch chests. Many at a saving of \$2.50 from last week's modest prices.

Stockings and Underwear.

Some of the Best Offers This Season.

If these goods were bought in the market to-day they would cost from 1/2 to 3/4 more. The offer is all the more notable, too, because there's something for every member of the family.

AT 10c. INSTEAD OF 15c.—Women's Richelieu ribbed white cotton vests, trimmed with lace edging at neck and arms; low neck, no sleeves.

AT 12c. INSTEAD OF 19c.—Women's fancy-ribbed white cotton vests, low neck, no sleeves; silk tape in neck and arms.

AT 19c. INSTEAD OF 35c.—Boys' ribbed Balbriggan shirts, high neck, long and short sleeves; also knee length drawers to match, made from combed yarn; sizes, 20 to 32.

AT 25c. INSTEAD OF 35c.—Men's ecru Balbriggan shirts, French neck and short sleeves, also drawers to match; sizes, shirts, 34 to 44; drawers, 30 to 40.

AT 39c. INSTEAD OF 59c.—Men's medium-weight ecru Balbriggan shirts,

self fronts and short sleeves, also drawers with strap backs to match sizes, shirts, 34 to 44; drawers, 30 to 40.

AT 12c. INSTEAD OF 19c.—Men's black cotton socks, spliced heels and toes, guaranteed stainless; sizes, 9 1/2, 10, 10 1/2.

AT 19c. INSTEAD OF 29c.—Women's black cotton stockings, spliced heels and double soles, plain and fancy ribbed; also children's fine ribbed black cotton; sizes, 6 to 9.

AT 25c. INSTEAD OF 50c.—Women's fancy cotton and lisle thread stockings, tan, striped, embroidered, two-tone and stainless black, plain and ribbed.

We have complete line of summer underwear in cotton, merino and all wool at popular prices.

\$1.95 for \$3.65 Kimonas.

The most uncommon offer of the season for the most serviceable and fashionable house gown of the day. They are made of an excellent quality of plain and fancy crepe, trimmed with striped taffeta ribbon or plain satin; a large variety of colors, including red, lavender, yellow, blue, white, pink, etc.

Rare Offer of Washable Laces.

Second Week of Our Great June Sale. The Lowest Prices of the Season.

This sale opened last week with a rush that was phenomenal; easily accounted for though because we are giving the most remarkable prices of the season. A lace year and the opportunity to buy the very newest and best washable kinds at the beginning of a summer of white dresses at the lowest prices known.

Val Laces at 5c. to \$1.49; Regular 25c. to \$5.50.

They are the best French Valenciennes laces, including fine Roubaix (not Ruby) Valenciennes.

AT 3c. TO 19c., REGULAR 8c. TO 49c.—Normandie Valenciennes laces, beautiful edges and insertions; patterns new, pretty and mostly in sets.

AT 3c. TO 12c., REGULAR 5c. TO 25c.—imitation Torchon laces, edges and insertions; the narrowest kind, very neat, hard to find.

AT 5c. TO 29c., REGULAR 10c. TO 39c.—Point de Paris galloons, the wavy sorts so pretty on light dresses; white and Arabian colors.

AT 19c. TO 39c., REGULAR 29c. TO 69c.—Nottingham all-overs, white and Arabian colors; nothing prettier on the shirt waist.

Embroideries 3c. to \$1.98; Regular 6c. to \$3.98.

Some more like last Monday's offer and they were the cheapest yet. All the Summer sorts and at prices in keeping with our great June sale of laces.

AT 8c. TO 19c., REGULAR 12c. TO 29c.—Ribbon beadings, double edges.

AT 8c. TO 19c., REGULAR 12c. TO 29c.—Collar embroideries for making the soft collars.

AT 9c. TO 19c., REGULAR 12c. TO 29c.—Hemstitched edges, pretty sorts.

AT 49c. TO \$1.98—Combination all-over lace, embroidered effects.

More Refrigerator Opportunities.

We are agents for the following celebrated brands: The "Wilke" porcelain refrigerators, \$37.50 to \$112.50.

The "Alaska" charcoal-filled refrigerators, \$8.10 to \$44.50.

The "Jew