

The Sun.

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FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

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The Greatest February Furniture Sale! All Past Records to Be Broken! A \$250,000 Stock to Choose From Every Bit at 25 to 50 Per Cent. Reductions

Our Annual February Furniture Sale opens Monday morning, Jan. 27th. The preparations we have made for it, the improvements which we have added, the quantities, qualities, values and assortments, are so far in advance of anything we

have ever attempted before that the pen really falters in the effort to convey to you a just idea of what the opportunities mean. And yet the very best advertisements we have are the achievements of the past. It is not an easy matter to understand in a moment what

A Reduction of 1/4 to 1/2 From Every Piece in Stock

means—\$25.00 to \$50.00 really saved on every \$100.00 worth purchased—is just the same as making money, especially where the furniture is of such a character, quality and newness to command on the market at any time double or nearly double your purchase price.

The staple value of the Loeser furniture is well known—it is unquestionably the best furniture made. It will give a life long satisfaction and it is the most artistic furniture that genuine skill has ever produced. It combines beauty, utility and economy. Plans for this sale are always formulated months in advance—and by means of large operations

Vast Savings Are Made to Mutual Advantage.

Immense success is already in the very atmosphere—we know we have that which will surprise and please you. The values are beyond dispute and we feel that we cannot overrate them, for they are really better than we have ever offered. Detail would take up a whole newspaper, but the furniture itself is the most modern and most comprehensive ever exhibited by a furniture store.

Everything will be plainly marked with a red ticket—the regular prices and the reductions distinctly shown. And there are no restrictions whatever, with the one exception that no goods will be delivered in January, and we reserve the right to deliver all goods during the month of February. Aside from the price advantages, the new things alone are worth a trip to see.

Women's German Kid Gloves

At 69c., Real Worth \$1.00.
Another lot of 6,000 pairs of good, strong, serviceable German kid gloves—the kind that usually sells for \$1.00. Two metal clasps and Foster flat hook lacing—all the staple shades and all sizes—69c. pair.

Silk and Cotton Waists.

At Prices of Rare Interest.
Second Floor. Take Revolving Stairway.
These new waists are prettier than ever—it's what they really are more than what we say about them that will interest every well-dressed woman.

At \$2.98 Instead of \$4.25. At 98c., Regular \$1.59

250 taffeta silk waists in black and colors, in a variety of models; one style in black, made with cluster of tucks and hemstitching, tailor stitched, tabs in front, stock collar, all at \$2.98.

At \$3.98 Instead of \$5.00 to \$5.98.

350 Peau de Soie taffetas silk waists, in a number of models, black and colors; some elaborately hemstitched, others trimmed with velvet and lace; also pretty wash silk waists in this lot.

A splendid lot of new Peau de Soie waists, in black and colors, at \$4.98, regular \$6.50.

Very Cheap Linens.

\$1.00 for \$1.25 Table Damask.
This double damask is sold everywhere to-day at \$1.25—there are 19 choice patterns—the linen is bleached and has a fine satin finish—is 69 inches wide—\$1.00 is a rare price. Napkins to match of course.
AT 12 1/2c. FOR 15c.—All linen brown twill crash, extra good quality, and heavy—18 inches wide.
AT 25c. FOR 39c.—All linen bleached buck towels, both plain and hemstitched ends—white and colored borders—22 by 42 inch.

Sale of Boys' Clothing.

Stock clearing time makes this the most economical time of the year to buy boys' clothing. If anything Loeser's clothing errs on the side of being too good, if that can be possible. Read the offers.

49c. for Boys' 79c. to 98c. Trousers.
400 pairs for the boys, 3 to 16 years, heavy navy blue chevrons and some plaid mixtures, all at 49c.

79c. for Boys' \$1.25 Trousers.
Made from fine quality heavy chevrons, plaids and stripes, pretty shades, all seams strongly sewn and taped. No ripping, no better trousers for real hard wear, all at 79c.

\$2.98 Boys' \$4.98 and \$5.98 Suits.
Stylish double-breasted suits of navy blue serge or chevrons; also plaids and mixtures suitable for present and early spring wear, all nice suits at a bargain, plenty of them for the boys 8 to 16 years, all at \$2.98.

\$3.98 and \$4.98 for Boys' \$6.00 and \$7.50 Long Overcoats.
Made same as the men's coats, loose and long, heavy all-wool fringes or chevrons in the new grays, real swell coats for the boys 6 to 16 years, at \$3.98 and \$4.98.

Books in Half Morocco.

At Less Than Price in Cloth.
Two Volumes at \$1.49 Instead of \$3.00.
Main Floor, Best.
The publisher's clearance sale of half morocco two-volume sets. The price is less than the cost of making the books. The titles are such as every book lover wishes represented in his library. Each book is printed on regular book paper, large type, illustrated, gilt top, back stamped in gold and each set neatly boxed. There are 18 sets, as follows:

- | | |
|---|---|
| 1. Les Miserables, Vol. I. | 9. Mysteries of Paris, Vol. I. |
| 2. Les Miserables, Vol. II. By Hugo. | 10. Mysteries of Paris, Vol. II. By Eugene Sue. |
| 3. Count of Monte Cristo, Vol. I. | 11. First Principles. By Herbert Spencer. |
| 4. Count of Monte Cristo, Vol. II. By Alexandre Dumas. | 12. Familiar Quotations. |
| 5. History of Our Own Times, Vol. I. | 13. Home Book of Poetry. |
| 6. History of Our Own Times, Vol. II. By Justin McCarthy. | 14. Tom Jones, Vol. I. |
| 7. Charles O'Malley, Vol. I. | 15. Tom Jones, Vol. II. By Fielding. |
| 8. Charles O'Malley, Vol. II. By Charles Lever. | 16. Monsieur Lecoq, Vol. I. |
| 9. Tom Burke of Ours, Vol. I. | 17. Monsieur Lecoq, Vol. II. By Emile Gaboriau. |
| 10. Tom Burke of Ours, Vol. II. By Charles Lever. | 18. Discourses of Epictetus. |
| 11. Consuelo, Vol. I. | 19. Meditations of Marcus Aurelius. |
| 12. Consuelo, Vol. II. By George Sand. | 20. French Revolution, Vol. I. |
| 13. Makers of Florence. | 21. French Revolution, Vol. II. By Tom Brown at Oxford. |
| 14. Makers of Venice. By Mrs. Oliphant. | 22. Tom Brown at Rugby. By Thomas Hughes. |
| 15. Origin of Species. | 23. Ten Thousand a Year, Vol. I. |
| 16. Descent of Man. By Charles Darwin. | 24. Ten Thousand a Year, Vol. II. By Samuel Warren. |
| | 25. Three Musketeers. |
| | 26. Twenty Years After. By Dumas. |

Sample Pieces of Embroideries.

At 5c. to 19c., Real Worth 8c. to 69c.
And these are new, too, just being unpacked as we write—they can't fail to please you, and embroideries are going to be used more this season than last. The patterns are really pretty, in keeping with the Loeser standard of goodness. All fast edges, cut out wide margins of plain cloth—beautiful qualities of cambric, nainsook and Swiss, at 5c. to 19c., worth 8c. to 69c.

Great Clearing Sale of Men's and Boys' Furnishings.

Prices Under Cost of Materials.
We will close out every little lot and every odd lot of men's and boys' furnishings before inventory. We price them without regard to value or cost. Many of the lots are too small to mention, but every one will interest the early buyer.
29c. for Men's and Boys' 50c. to \$1.00 Shirts.
A goodly lot of men's and boys' laundered fancy shirts, and a few unlaundered shirts—the 50c. to \$1.00 qualities are all 29c.
50c. for Men's \$1.00, \$1.50 and \$2.00 Scarfs.
This is absolutely the best lot of silk scarfs ever sold at the price—they are all this season's style.
\$2.50 and \$2.95—Men's \$4.00 to \$6.00 House Coats.
There are not very many big sizes in these two lots at \$2.50 and \$2.95, but the small and medium-sized men and all sizes of youths can be splendidly fitted for very little money—the fancy plaid cloth kind.
\$3.75 for Men's \$6.50 to \$10.50 House Coats.
Another and better lot than that of last week, and we can truthfully say the best lot ever sold in any store at the price of these. They are made from plaid, buck and other fine fabrics—all of them are this season's styles, and are made by the best makers. The price wouldn't buy the raw materials.
75c. for \$1.50 and \$2.00 Fancy Shirts.
Fine and plaid summer, fancy Madras and French laundered shirts for men—very best value of the year.

Men's Clothing at Exactly Half Price.

There is still some of the following clothing left from our big clearing sale of January 15th and 16th to be sold at the price:
\$5.00 for our \$10.00 Suits.
\$6.25 for our \$12.50 Suits.
\$7.50 for our \$15.00 Suits.
\$10.00 for our \$20.00 Suits.
\$12.50 for our \$25.00 Suits.
\$14.00 for our \$28.00 Suits.
\$7.50 for our \$15.00 Top Coats.
\$9.00 for our \$18.00 Top Coats.
\$11.00 for our \$22.00 Top Coats.
\$13.00 for our \$26.00 Top Coats.

Clearance Sale of Pictures.

Prices Range 1/2 Under Retail.
Third Floor.
This stock taking clearance happens in good season, for it is in keeping with our big furniture sale and gives the house-keeper a double opportunity for economical home bedding. The sale also includes publishers' and frame manufacturers' samples which have been used in their New York salesrooms—all at prices averaging 50% under the regular retail. We've assorted the lots as follows:

Framed paintings, landscapes, marine, figure subjects; all new pictures; a selection at \$35.00.
Water colors and paintings; just the thing for odd spaces, \$19.00.
Etchings, photogravures, engravings; framed in various styles of frames, \$12.50.
Pastel fac-similes, landscapes, marine, figure subjects; all new pictures; a selection at \$35.00.
Carbon photos, etchings, platinum; in natural wood frames, \$5.00.
Five special lots from 19c. to \$2.50.
We believe that the prices will sell these pictures without one word from us.

Cotton Dress Goods.

Most Remarkable Prices this Year.
15c. for 39c. Foulard de Soie.
Second Floor. Take Revolving Stairway.
This offer is certainly in keeping with the Loeser achievements. There are 5,000 yards of this regular 39c. Foulard de Soie at 15c. to-morrow—an extraordinary price. The fabric is made in England, has a fine satin finish; you'd about think it silk. Colored grounds with a large assortment of white and colored figures, stripes and dots; also black grounds with white and colors. The patterns and colorings are after high class foulard silks, at 15c. to-morrow.
25c. for 50c. Silk Mousseline.
And this is as good a bargain. We've 6,000 yards at 25c. It comes in solid colors only. A good assortment of shades suitable for street and evening wear. The styles are plain, fancy lace stripes and dots. All at 25c. a yard.

Clearing Sale of Women's Overgarments.

Reductions That Are Immense.
Second Floor. Take Revolving Stairway.
Prices that will sell quickly all that remain of our jackets, and full length garments, wool and silk materials. It is our custom at the end of each season to dispose of our entire stock without reserve or regard to price.
Our handsome full length and 3/4 length garments in silk, cloth and velvet, formerly selling from \$45.00 to \$125.00, now marked from \$28.00 to \$67.00.
3/4 and Long Garments in Cloth Materials.
Reduced to \$6.75 to \$14.25, Former Price \$18.25 to \$39.00.
This is about the cost of the material alone. They are made of reversible plaid back material with deep hood and high collar collar.

Last Week of Carpet Clearance.

Sale Will Close Friday Night.
The benefits of this seasonal clearing sale are so well known to Brooklyn through advertisements of past years, so we say nothing of the phenomenal success of last year, but we feel that it is necessary to say to the isolated shopper that the sale continues open with Friday evening of this week. The prices themselves speak, especially when you see the carpets.
49c. for 75c. All Wool Extra Super Ingrains.
43c., 50c., and 57c. for 65c., 75c., and 85c. Tapestry Brussels.
99c. for 1.35 and 1.50 Bigelow Lowell Body Brussels.
77c. and 1.07 for 1.10 and 1.50 Wilton Velvets.
89c., 1.09 and 1.29 for 1.25 and 1.75 Axminster Carpets.
from Axminster, Haverstock and Epping Hills.
1.39 and 1.98 for 2.50 and 3.00 Best Royal Wiltons.
AT 12 1/2c. INSTEAD OF 25c. —A medium weight black cotton sock, optical black and double color, also children's fine gauge plain black cotton stockings, size 4 to 7.
AT 19c. INSTEAD OF 25c. —Women's fine gauge black cotton stockings, optical black and double color, also children's fine gauge plain black cotton stockings, size 4 to 7.
AT 20c. INSTEAD OF 25c. —Women's fine gauge black cotton stockings, optical black and double color, also children's fine gauge plain black cotton stockings, size 4 to 7.
AT 12 1/2c. INSTEAD OF 15c. —Women's black cotton sock, low neck or cleave, striped with wide waist, from 10 gaus, blue, lavender and white, sizes 4, 5, 6.
AT 15c. INSTEAD OF 25c.

Unequaled Clearing Sale of Lace Curtains.

Reductions of 25% to 50% From All Odd Lots.
Sale Confined to Monday Only.
Third Floor.
The collection is a notable one, its only necessary to glance over this partial list to be convinced of that. It is really one of the most important events of the year—and this year particularly for the selection is larger and the prices are lower. These are lace curtains, lace bed sets, portieres, couch covers, etc. These sweeping reductions are confined to Monday only.

Lace Curtains.

All small lots—2 or 3 pairs—of Irish point, Renaissance, point Arabe, Brussels and Marie Antoinette lace curtains—all at a discount of 25 per cent. from regular prices.
Irish point—now \$3.00 to \$18.75; were \$4.00 to \$25.00.
Point Arabe—now \$7.50 to \$112.50; were \$10.00 to \$150.00.
Renaissance—now \$3.75 to \$60.00; were \$5.00 to \$80.00.
Brussels—now \$9.00 to \$28.13; were \$12.00 to \$37.50.
All of our odd pairs lace curtains at 1/2 price.

Portieres.

Double-faced French velvet portieres, \$27.50 per pair from \$35.00.
Portieres of every grade of which we have single pair or 1/2 pair in stock to be closed out at 25% discount.
Fine quality tapestry and velvet couch covers, choice Oriental colorings and patterns, now \$4.50, \$5.65 and \$7.25 each; were \$5.75, \$7.50 and \$9.50 each.

Crochet Quilts and Comforts.

Price to Introduce You to Changed Department.
In the Basement.
We have made another innovation in our blanket store. Moved it to the basement and in order to give you an early introduction to the change and acquaint you with its betterments as early as possible, give you two great sensational offers, as follows:
50c. for 1,000 75c. Crochet Quilts.
White crochet quilts that are sold regularly to-day at 75c.; they are full size and Marselles patterns, hemmed ready for use.
79c. for 1,000 \$1.00 and \$1.25 Comfortables.
These are likewise entirely new patterns figured on one side and plain on the other, full double bed size—filled with white cotton wool \$1.00 and \$1.25 comfortable at 75c. each.

Stockings and Underwear.

Best for Spring and Summer.
Lowest Prices Known in the Early Season.
In the Basement.
The fact is, underwear doesn't change with every whiff of fashion like millinery. Though there are just as new as if they had been made to-day we got them cheap because they are a real customer's stock adjustment. If you want something good at the lowest price ever offered so early in the season don't wait until the early camera has cleaned up the lot.
AT 12 1/2c. INSTEAD OF 25c. —A medium weight black cotton sock, optical black and double color, also children's fine gauge plain black cotton stockings, size 4 to 7.
AT 19c. INSTEAD OF 25c. —Women's fine gauge black cotton stockings, optical black and double color, also children's fine gauge plain black cotton stockings, size 4 to 7.
AT 20c. INSTEAD OF 25c. —Women's fine gauge black cotton stockings, optical black and double color, also children's fine gauge plain black cotton stockings, size 4 to 7.
AT 12 1/2c. INSTEAD OF 15c. —Women's black cotton sock, low neck or cleave, striped with wide waist, from 10 gaus, blue, lavender and white, sizes 4, 5, 6.
AT 15c. INSTEAD OF 25c.

A Great Offering of Silks.

Guaranteed Black Taffetas.
59c. for regular 75c. kind.
69c. for regular 90c. kind.
79c. for regular \$1.00 kind.
On the edges of every yard "Wear Guaranteed" is woven, and all three qualities being of standard makes it is an opportunity to procure a reliable lining skirt—waist or dress—a bargain seldom equalled.

79c. for Regular \$1.00 Crepe de Chine.

This is another phenomenal offer of crepe de chine—the very kinds for this season's evening festivities—white, ivory, cream, pink, light blue, turquoise and black.
Colored Taffeta Silks, 49c., 59c., 69c., 79c.
Come to us for the scarce shades—we have them. These are the foundations and linings for crepe de chine, printed silks, etc.

25c. for Japanese Corded Wash Silks.

A large assortment of stripes, and the very best colorings these are.
59c. to \$1.25 for Printed Liberty Satins.
The exclusive designs, and a really immense variety from which to choose.
39c. and 49c. for 69c. and 75c. Printed Foulard Silk, 24 inches wide.

Nothing in Laces Has Equalled This.

One Price, 59c. a Yard for the Lot.
All Are 75c. to \$10.00 Laces.
The Loeser achievements in lace selling have always been so much out of the ordinary that starting offers don't really need an explanation. This one does, because the price discrepancy is so great that it reads like fiction. There are odd lots of laces, but all new, the best of this season—from three to six pieces of a kind which a large importer had in stock after recalling his samples from his travellers throughout the country. That is, after his stock got down to a few pieces of a kind, he had to stop their selling before they sold more than he had in stock. By taking all these small lots he had we got everything at a price which gives you this wonderful advantage. All at 59c. a yard. Just read the following list:
Batiste allover, regular \$5.98 to \$10.00.
Venetian galloons, regular 75c. to \$4.50.
Black and white Chantilly galloons, regular 98c. to \$4.98.
Imitation Irish crochet laces and galloons, regular 98c. to \$2.98.
Batiste laces and galloons, regular 98c. to \$4.98.
Escorial galloons, regular \$1.10 to \$2.98.
Black Chantilly nets, 4 1/2 inches wide, regular \$1.98 to \$2.98.
Venetian allover, regular 98c. to \$2.98.
All marked one price, 59c. a yard.

And the Following Remarkable Values.

AT 98c. —Black Chantilly nets, 4 1/2 inches wide, value \$1.49 to \$2.98.
AT 98c. —AND \$1.10—hemped nets, well-covered pattern, value \$1.98 to \$3.98.
AT 98c. —Venetian allover, butter white and Arabian color, value \$1.98 to \$2.98.
AT 49c. —Chiffon and mousseline de soie in all the usable colors, value 69c.

Rich Lamps and Poor Prices.

Here's but a short list of the wealth of good lamps which we are offering at considerably below usual values, many at half and less.
AT \$1.50 AND \$1.98 —Two styles of pretty reading lamps fitted with lamp shades down leading shades, fitted and decorated in good taste.
AT \$1.75 AND \$2.50 —Lamps prettily decorated and fitted with globe to match, fitted with circular burners. The \$2.50 lamps are especially attractive in design.
AT \$2.75 INSTEAD OF \$6.00 —Really decorated lamps with embossed designs on main ground colors, with globe to match, fitted with drift burners.
AT \$4.98 INSTEAD OF \$10.00 —About twenty-five large, handomely decorated lamps in several of the newest shapes. The decorations are delicately executed floral designs on delicately tinted ground colors, all fitted with large globe to match and best center drift burners to match.

Dinner Sets Reduced.

AT \$5.00 —Good porcelain dinner sets, 100 pieces, decorated in a pretty design.
AT \$10.00 —REDUCED FROM \$15.00 —Personal's fine English porcelain dinner sets composed of 112 pieces. The decorations are finely executed floral designs in Canton blue and maple green laid over the glass and will never wear off. The ware is positively first quality and the shape is the normal shape.
Odd Dinner Dishes at Almost Nothing.
All the odds and ends of dinner sets have been heaped on one large table and we want their value for other goods by Monday noon. Hence:
Plates 5c., 7c. and 10c.
Vegetable dishes, 10c.
Covered vegetable dishes, 2 1/2c.
Soup tureens, 50c.
Meal patterns, 10c., 25c. and 50c.
Cups and saucers, 10c.