

The Sun.

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FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

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FREDERICK LOESER & CO.

Cold Storage for Furs.

Fur Dept., Second Floor.

There is no other scientific method for the proper care of furs during the season they are not in use—that is cold storage. This up-to-date system was introduced into Brooklyn by us over two years ago. A method both hygienic and economical for preserving furs, clothing, rugs, carpets and all other fabrics. No danger of moths or germs of any kind. Drop us a postal and we will send for your furs at any time.

Frederick Loeser & Co.

BROOKLYN.

The Innovation Shoe.

Second Floor, Rear Elevators.

A shoe at \$3.50 for women, but the price doesn't tell the story. Think of all that's good in a \$5.00 shoe and if the Innovation isn't just what we claim it is you may have money back. We believe it's the very best shoe for \$3.50 that's made, and there's not a woman yet who has worn a pair who doesn't believe so, too. A trial convinces every time.

Genuine Silk Bargains.

And what we offer is better in fact than anything we can say about it. Japanese Corded Wash Silks, at 29c. Splendid variety of stripes in the best coloring. Printed Liberty Satins, at 49c., Really Worth \$1.00.

They speak for themselves. 20,000 Yards of Exclusive Novelties.

Printed Liberty satins at 59c., 69c., 79c., 89c. and \$1.00. No such variety to be found in Greater New York.

Black guaranteed taffeta at 59c. instead of 79c.

36-inch black moire velour at \$1.25 instead of \$1.75. In this extra wide width six yards makes a skirt.

Colored taffeta silks at 39c., 49c., 59c., 69c., 79c. Come to us for any shade, including the scarce ones.

TAILOR-MADE SUITS EXTRAORDINARY.

\$29.75 for Suits worth \$42.00 to \$95.00.

Second Floor, Revolving Stairway.

This is without exception the most uncommon offer of the kind made this season or any season, perhaps. Not a suit in the lot made to sell for less than \$42.00 and from that up to \$95.00. They are rich, smart, high-class, ready-made suits. Really a magnificent collection—most of them adaptations and copies of foreign masterpieces. Among them are represented Paquin, Frances, Rodenitz, Doucet and other noted artists. The fabrics, as well as styles, are absolute perfection. This is a strong statement, but we intend it as such—it's fact. The fabrics used are wool, crapes, tamine, nun's veiling, fancy mixtures, broadcloths, serges and chevots. Sizes principally are from 34 to 38 bust measure, all at \$29.75 each; value from \$42.00 to \$95.00.

We also selected a limited number which we have marked at \$19.50; value \$29.00 to \$35.00.

Black and Colored Dress Fabrics.

What You Want at Prices You Like—An Assortment of Unprecedented Interest.

Second Floor, Revolving Stairway.

We really believe it is easier for any woman to get just what she wants in the way of a dress fabric from our dress goods store than anywhere else in Greater New York. We've shopped ourselves. Every desirable and fashionable weave and color—absolutely the correct thing, too—is here in immense variety. Then those fabrics that have the charm of real exclusiveness, such as Loeser is famous for miles around, among women who like to be well dressed.

Price isn't everything, but price counts, and our prices are really unequalled for economic advantage anywhere else. You can easily prove it, if you don't already know.

French Voiles, carefully chosen for their crispness and perfect weaving, all the popular shades and black, 98c., \$1.25, \$1.35 yard.

45-inch Crepe de Paris, silk and wool, all colors and black, \$1.25 to \$2.25 yard.

Eolines, silk and wool, colors and black, \$1.25 to \$1.75.

Mistral Etamines, colors and black, 75c. to \$1.95.

47-inch Voile mixtures, navy, green and tan, at \$1.95.

47-inch silk and wool novelty Grenadines at \$1.95.

Novelty Eolines, large range of colors, \$1.95 to \$4.50.

54-inch crash mixtures, 95c. and \$1.25 yard.

Mohair mixtures, English, 50c. to \$2.25.

Men's Negligee Shirts.

Two manufacturers of Men's Shirts, who furnish us with nearly all our shirts, making the best shirt, using the best materials, cutting the shirts the most liberally, giving really the best shirt values to be had in Brooklyn, and there are not many men who don't know it to their satisfaction. To-morrow we offer from one of these shirt manufacturers

A Thousand Shirts at 59c.

They are regularly 75c. kinds and made of good wearing percales—splendid assortment of patterns. Some have the collar and cuffs attached (which you find hard to get), others have two collars separate, while others are made to be worn with the white collar and have separate cuffs, and

A Thousand Shirts at 75c.,

which are regular \$1.00 and \$1.25 kinds. These are made of madras and percales, in stripes and small detached figures, some are all white corded madras, separate cuffs, made to be worn with white collar. Among this lot are some solid color madras, in blue and ox blood, which have collar and cuffs attached—all entirely new shirts for this season.

At 98c. for \$1.50 Fancy Shirts.

These are stiff bosoms, the material is an extra good quality of madras in a variety of very pretty stripe combinations and colorings, made as well as shirts can be made, open back and front, detached cuffs mostly, though some have attached cuffs. This quality of shirt is excellent value at all times at \$1.50. Just an adjustment of stock makes you the gainer.

Second Week of Furniture Conquest.

Brass and Iron Beds at 1/4, 1/3, and 1/2 Off. All Furniture at 1/4 to 1/2 Reductions.

Third and Fourth Floors.

Nothing has equalled this sale of brass and iron beds since our phenomenal sale of a year ago. And all in all the advantages this season are greater than last. Prices and qualities have outdone the past, and the whole country for miles around knows what that really means. For the summer cottage, the hotel, the boarding house, this sale is a timely opportunity of far greater economic advantage than words can tell. The collection is the most comprehensive assortment of brass and enamelled iron beds ever shown at one time. You will find all the newest and best ideas. The following items indicate but a few of the opportunities still ready to meet every want.

The Brass Bedsteads.

At \$23.50, Were \$31.50—Extra heavy two-inch pillars, plain but rich design, bright or the new Pollet finish.

At \$33.75, Were \$50.00—Colonial pattern, bright or the new Pollet finish.

At \$36.50, Were \$49.00—Bow foot, fancy chased design, two-inch pillars, bright or the new Pollet finish.

At \$33.75, Were \$50.00—Colonial pattern, bright or the new Pollet finish.

At \$43.50, Were \$58.00—Extra heavy, goose neck and T balls; two-inch pillars, bright or the new Pollet finish.

At \$44.00, Were \$68.00—Fancy scroll patterns, two-inch pillars, bright or the new Pollet finish.

At \$90.00, Were \$120.00—Fancy design and very heavy and massive in construction. Odd lots of only one of a style at exactly half price.

The Iron Bedsteads.

At \$1.95, Were \$3.45—White enamelled bedsteads, 3 feet, 3 1/2 feet, 4 feet and 4 1/2 feet sizes.

At \$5.10, Were \$6.75—White, pink and green enamelled bedsteads, straight or bow foot, brass rod and trimmings, 3 feet, 3 1/2 feet, 4 feet, 4 1/2 feet sizes.

At \$3.20, Were \$4.25—White enamelled, brass rod and trimmings, 3 feet, 3 1/2 feet, 4 feet and 4 1/2 feet sizes.

At \$7.00, Were \$9.25—Green, pink, blue, black, and white enamelled bedsteads, double brass rod and trimmings, 3 feet, 3 1/2 feet, 4 feet and 4 1/2 feet sizes.

At \$9.40, Were \$12.50—Pink, blue, green, black and white enamelled bedsteads, double brass rod and trimmings, 3 feet, 3 1/2 feet, 4 feet and 4 1/2 feet sizes.

At \$16.50, Were \$22.00—Pink, blue, green, black and white enamelled bedsteads, extra heavy and handsomely trimmed with brass, 4 1/2 feet size only.

At \$2.50 to \$7.00, Were \$4.75 to \$14.00—White enamelled bedsteads, different kinds odd lots.

And everything that's needed in the way of bedding at prices in keeping with the bedstead opportunities. And no one at all in need of furniture can afford to overlook our

Sweeping Reductions on All Furniture.

In fact, every piece in stock, from the simplest bedroom chair to the finest parlor or dining room suit, bears this sweeping reduction. The chief reason for this general reduction is that many of the goods bought for our February sale did not reach us until now, owing to difficulties in transportation. Rather than offer these goods alone we have marked

Everything in Stock 1/4 to 1/2 Reduction.

But this opportunity is for two weeks more only. The Loeser furniture is well known for its artistic merit, its genuine quality and invaluable worthiness. We never had a better showing nor a more practical one. And a large collection of handsome odd leather pieces, leather library suits and leather couches, all the newest, at 25 per cent. reduction. Think of being able to buy hundreds of the most dainty pieces of mission furniture, beautiful mission bedroom sets, made up in complete suits of five pieces, at the same discount. The goods defy your severest criticism. To buy such goods at this time of the year at 25 to 50 per cent. under their lowest value is an opportunity too advantageous to be overlooked by any one. This will be

Positively the Last General Reduction of the Season.

Those who contemplate furnishing either a summer home or a city house can save \$25.00 or \$50.00 on every \$100.00 worth of furniture. Isn't it worth thinking of? All goods plainly ticketed, showing the former and present prices.



Men's Spring Clothing.

Second Floor, Rear Elevators.

What a man wants in clothing he can get at Loeser's—the best clothing that's made—tailored so as to hold its shape—the kind that serves a long usefulness—the kind that holds its place with made to measure. Spring top coats of all kinds at \$15.00 to \$25.00.

Ice Cream Freezers.

98c., the Lowest Price Ever Known.

Several hundred "Peerless" freezers. We got them at a very low price, and we pass them along to you with all there's in the purchase. The "Peerless" is the best freezer invented and acknowledged as such by every competent critic. We will show you their superiority to-morrow by making ice cream in 3-1-2 minutes. The tubs are made of wood fibre—there is no chance for a leakage or hoops to come off.

Go-Carts, \$7.98

Value up to \$12.00.

Note these prices; they are as interesting as the carts (which are without parallel), but the quantities are limited. This line of merchandise is one of our specialties. Every cart is fully warranted.

Good Trunks at Lowest Prices Known.

Through a fortunate transaction we came in possession of a small but good lot of travelling trunks in assorted sizes and styles, which will go on sale to-morrow at the following prices: 30-inch size, 34-inch size, 36-inch size, value \$8.00, value \$9.00, value \$9.50, at \$4.00, at \$4.50, at \$4.75. In addition to the above we offer: 300 linen lined suit cases, extra strong and well made, in 2 sizes, 22 inch, 24 inch, at \$1.45, \$1.65.

TRAITS OF CECIL RHODES.

THE EMPIRE BUILDER IN SOUTH AFRICA AND IN LONDON.

Unmistakable manner, his nervous excitement at the moment of his departure, his habit of looking at the ground under his feet, his habit of looking at the ground under his feet, his habit of looking at the ground under his feet.

With Cecil Rhodes dead there remains little more in Cape Colony with enough following to make them prominent in public when parliamentary government is restored to South Africa. They are Jan Hofmeyr, William P. Schreiner and Jan Smuts. Rhodes was the only one of these three who possibly yet have the opportunity to play the largest part in the development of the Cape Colony under such conditions as they may see fit.

Jan Hofmeyr wanted him to answer "yes" or "no" to a catalogue of questions about Transvaal annexation and Vindictive aggression. Mr. Schreiner declined to be interviewed. He entered each time into a dissertation on the merits of both sides of the question and especially on the merits of justice. Mr. Schreiner tried to go back into history and get a "yes" or a "no" out of his witness, but he made nothing of it. Mr. Hofmeyr would not admit anything outright.

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FULL PURSES IN NEBRASKA.

MONEY PLentiful IN NEBRASKA'S STATE BANK.

Money plentiful in Nebraska's State Bank. Money plentiful in Nebraska's State Bank. Money plentiful in Nebraska's State Bank. Money plentiful in Nebraska's State Bank. Money plentiful in Nebraska's State Bank.

These are the few borrowers in the agricultural class. Money plentiful in Nebraska's State Bank. Money plentiful in Nebraska's State Bank.