

NEW YORK, SUNDAY, JULY 27, 1902.

FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

FREDERICK LOESER & CO.

Men's Coats & Trousers.

\$8.50 for the \$12.00 Kinds.

A cool summer brings some one good in the savings in this clothing—homespun and wool crashe, excellent quality, splendidly made and stylishly cut; coats are unlined, with wide double facing of same material—a shapeliness that is found in made-to-measure garments. Trousers have belt loops and side straps. Comfortable, slightly suits.

Frederick Loeser & Co.

BROOKLYN.

White Mercerized Madras.

25c. for the Best 45c. Quality.

The best lot of mercerized madras we have yet offered—and better for you if there were more than 4,000 yards in the lot. Beautiful stripe effects interwoven with delicate white figures—a fabric so finished that it will retain its rich lustre after washing—the genuine 45c. kind and this is the first time these qualities and styles have been offered at 25c.

Annual August Furniture Sale Now Historic.

A Vast Gathering to Meet Every Requirement--In Many Cases Half the Usual Selling Prices

Complying with the wishes of many of our customers desirous of taking advantage of the opening days of our ANNUAL AUGUST FURNITURE SALE, but who are usually out of town at the end of the week, we have decided to commence the sale this year on Monday, July 28th, instead of (as in the past) on the first day of the month. The LOESER policy of bettering the best of the past makes it almost superfluous to say that this sale will surpass anything that has gone before; and this not only in the way of FURNITURE to meet every modern need, but in prices which extend wider economies than ever in our HISTORY and which average the lowest factory cost, in fact, in many cases half the usual selling prices. Why or how we can wisely make so enormous price concession is easily explained.



First—Under natural conditions August is the dullest business retailing month in the year, and it pays us to make price sacrifices that will convert a dull month into a busy one—and thus keep intact, rather than disrupt, an organization which is very expensive as well as laborious to build up.

Second—The manufacturer is subject to similar conditions, and becomes a party to a plan which finds a market for his surplus as well as more widely introduces his merchandise.

Third—It is clearing up and sorting up time with our own stock—odd pieces that we cannot replace, patterns that are discontinued, sets that take up too much room to exhibit, and cannot be duplicated are sold at less than cost, because in the progress of business samples that can be duplicated are crowding in to take their places.

Fourth—It is a means by which we broaden the usefulness of the LOESER STORE—extend its influence, make its benefits wider known and add new friends to our distinctively LOESER MERCHANDISING SYSTEM. Our buyers have visited every important FURNITURE making centre in this country, obtaining the newest creations of the day, and at the lowest prices ever known—have picked up odd things, samples and surplus stocks at prices below the cost of making.

Wherever possible we have made price reductions on our regular stock to meet the extraordinary values of the special purchases, so that your every furniture need will be met with the largest advantages we have ever been able to give:

- Furniture for the parlor,
- Furniture for the library,
- Furniture for the dining-room,
- Furniture for the hall,
- Furniture for the veranda,
- Furniture for the bed-room,
- Furniture for the boudoir,
- Furniture for the den,
- Furniture for the cozy corner,
- Furniture for the church,
- Furniture for the public hall,
- Furniture for the hotel,
- Furniture for the office,
- Furniture for the college boy,
- Furniture for the college girl,
- Furniture for the old home,
- Furniture for the new home.

Bloch Go-Carts,

Fortunately we have secured a lot of the famous Bloch reclining adjustable go-carts, the best and most practical go-carts made, that we can offer to-morrow at almost half-price—there are twelve styles—regular \$13.50 to \$17.50, all at one price, \$10.00 each.

Most Popular Laces.

These are cotton galloons, cream and white, 2 1/4 inches wide, at 5c. per yard, regular 10c. to 15c. Charcoal galloons, black and cream, at 5c. to 9c. per yard, regular 10c. to 15c. Nansauy Valenciennes and Point de Paris laces, edges and insertions, at 5c. to 12c. per yard, regular 10c. to 25c. French Valenciennes laces, edges and insertions, in 12-yard pieces, at 5c. to 25c. regular 10c. to 60c.

Satin Ribbons.

These ribbons are the kinds in most popular favor to-day, which fact alone makes the low prices all the more notable. French wide black satin taffeta at 29c. instead of 39c. French wide black satin taffeta at 39c. instead of 59c.

Embroideries.

AT 5c. TO 39c., USUALLY 10c. TO 69c.—Some of the very newest creations, nain-sook, cambric and Swiss embroideries, both edges and insertions; almost as exquisite as laces in their making, and very popular.

Colored Cotton Goods

AT HOUSE CLEANING PRICES.

The clean-up of some of the most popular cotton dress fabrics of this season at prices that more than compensate those who have remained at home. AT 5c. PER YARD.—Batiste and dimities worth up to 12 1/2c.; large variety of styles and colorings. AT 7c. PER YARD for fine cord dimities, dots and stripes, worth up to 15c. AT 9c. PER YARD.—Gingham in plain colors and fancy stripes, worth up to 15c. AT 9c.—Dimities, batiste and embroidered Swisses, several thousand yards to select from; worth up to 25c. AT 14c.—Silk stripe dimities, made to sell at 50c. AT 25c. FOR 25c.—printed pongee; balance of last Monday's offer. AT 18c.—White ground P. K., dots and stripes, worth 39c. AT 15c. FOR 25c.—Linen batiste, in stripes and plain linen color. AT 25c. FOR 50c.—Embossed linen batiste, made to sell at 50c.

Snaps for the Boys.

To save money on clothing of this character is just the same as making it—almost a 50 per cent. investment.

49c. FOR \$1.00 all-wool short trousers, made of strong chevots, stand hard usage; medium and dark natures, well-tailored, strongly sewn. There are only 500 pair in the lot; better come early; sizes 3 to 15. 39c. FOR 50c. boys' percale blouses, made of fine colored percales, turn down and sailor collars, nicely made, pearl buttons; cut full and perfect fitting; sizes 3 to 15. \$1.69 FOR \$3.00 washable sailor suits; we are getting rid of all wash suits—quick clearance—and have remarked them at a price to do it. The styles are too numerous to mention; they are all the best styles of the season.

Ton of Writing Paper

AT LESS THAN 1-2 REGULAR COST.

Not sent C. O. D. A big lot of different kinds of writing paper which had been made for an export order, but cancelled—we bought the lot at a fraction of worth—the papers are satin, vellum and old style linen—all at 5c. a quire.

Mattings Under Import Cost.

Here are four importations that were late in delivery, and as a consequence we can give them to you at less than import cost. They are the most popular styles and grades this year, and mattings are the most sanitary and useful low priced floor covering there is. Heavy reversible China matting, handsome, large patterns that we usually sell at 25c. per yard at \$4.98 per roll of 40 yards. Extra heavy reversible China mattings, small, neat patterns that usually sell at 30c. per yard, at \$6.95 per roll of 40 yards. Extra quality Japanese mattings, handsome damask patterns, that usually sell at 30c. per yard, at \$5.98 roll of 40 yards.

Big Sale of Silk Remnants.

All at One Price, 39c. Yard.

A large accumulation of silk remnants from the fast selling most popular silks that we have had during the season—both light and dark, plain and fancy, and all at the uniform price of 39c. yard—lots among them worth more than double 39c.

Printed Foulards at Half Price.

A most complete stock of printed foulard and liberty satin silks at 49c., 59c., 69c. and 79c. that were formerly 98c. to \$1.25.

Stockings and Underwear.

Uncommon Price Reductions.

Large importers and manufacturers of underwear and stockings have miscalculated because of the cool summer, and have given us opportunities of immense economic interest to you—prices that are impossible ordinary seasons.

AT 11c. REGULAR 12 1/2c.—Women's fine cotton stockings, spliced heels and toes, untrimmed seams. AT 11c. REGULAR 19c.—Women's fine cotton stockings, also hem-stitched with white polka dots and black and lace cotton socks. AT 12c. REGULAR 29c.—Women's black and white stockings, spliced heels, double soles, also embroidered and men's striped hose. AT 12c. REGULAR \$1.00, REGULAR \$5.00.—Women's extra fine colored lisle thread and cotton stockings, striped, embroidered, extra and standard black. AT 12 1/2c. REGULAR 19c.—Women's fancy weave white ribbed cotton vests, low neck, no sleeves, silk tape in neck and arms, sizes 4, 5, 6. AT 25c. REGULAR 50c.—Women's white ribbed lisle thread vests, low neck, short and no sleeves, so we trimmed with heavy crocheted trimmings, others with lace at neck and arms. AT 3 FOR \$1.00, REGULAR 50c. AND 75c.—Women's white ribbed lisle thread vests, low neck, no sleeves, handsomely finished with crocheted trimmings at neck and arms, in a large variety of patterns. AT 69c. REGULAR \$1.00.—Women's silk mixed ribbed vests, low neck, no sleeves, with heavy crocheted trimmings at neck and arms; pink, sky, lavender, cream and black.

Girls' Dresses Clearing Sale.

We have also marked our misses' dresses, children's reefers and girls' cloth dresses at prices to clear up the stock. All garments are the best made and most stylish of the season. AT 29c. \$4.98 UP TO \$7.98, WERE \$1.98, \$4.50 UP TO \$11.98.—Consists of 100 dresses, pajama and lawn, trimmed with lace embroidery, from 12 to 18 years. AT \$1.98, \$5.98 UP TO \$6.98, WERE \$5.98, \$8.98 UP TO \$11.25.—Misses' white organdy and lawn creases, handsomely trimmed with lace insertion or ribbons; some with double skirts, in 16 and 18 years.

Big Innovations in Piano Selling.

The Loeser Co-operative Plan—Savings of \$65.20 to \$72.65 on a Schiller.

We are again offering the Schiller piano on our co-operative payment plan and at an actual saving of either \$65.20 or \$72.65, according to size. When it is remembered that we were obliged to withdraw this proposition after having advertised it three times, because we could not get the pianos fast enough to supply the demand, some idea of its popularity may be gained.

Last Saturday we finished deliveries on outstanding contracts and have a limited number of extra Schillers that will be disposed of on the original co-operative plan. The Schiller is one of the best low-priced pianos in the market and guaranteed by us for five years.

The plan is fully explained in booklet, "A Revelation in Piano Selling," sent free to any address. Piano warerooms, fourth floor.

Your visit here during our August furniture sale will give you an excellent opportunity to go through our extensive piano warerooms—quite unique and out of the ordinary. Every piano bears in plain figures the lowest price at which it can be sold—the same as all our merchandise. You are absolutely sure of getting the best for the least money that can be obtained anywhere in this country.

Corsets Extraordinary.

50c. Pair \$1.00 Sonnette & R. & G.

A splendid lot of 1,200 pairs of the well known Sonnette and R. & G. Corsets, and the Sonnette are in white, gray and black, all straight front, mostly batiste, medium length, and the R. & G. are sample corsets, in a variety of models, sizes 18 to 26, all at 50c. a pair. AT 98c. INSTEAD OF \$1.89 AND \$2.75—400 pairs of Melba Z. Z. ventilated, and the Majesty Corsets, second in black, gray and white, in broken sizes, at 98c. a pair.

Clearing Sale of Pictures.

The Best Half-Price Opportunity.

The stock-adjusting and clearing-up time has struck our picture gallery, and specially opportune now during our August furniture sale. Pictures are necessarily part of the home's most interesting furnishings—entertainment for ennu—sunshine for cloudiness—laughter for tears.

We have made prices to conform with those of our furniture sale and so enlarge your profits. Photographs, etchings, water colors, engravings, pastels, etc.—odd pictures as it were, classified in lots at 50c., \$1.00, \$2.00, \$3.00, \$5.00, \$7.50 and \$10.00, which are really about half the regular prices. But stroll through our gallery while here; you will find it unique and far more than usually entertaining.

Furnishings for Men.

79c. for Real \$1.25 Shirts.

Most exceptional values for men—about 600 splendidly woven madras shirts; negligee; the best styles and colors; detached cuffs; cloth is particularly strong and will wear and launder to perfection; sizes 13 1/2 to 17 1/2.

95c. for Real \$1.50 Shirts.

These summer shirts are the product of a maker who knows nothing about poor shirts and in most stores are unmatched at \$1.50. They are of madras, in woven and printed patterns, plaited or plain, cuffs on or off. Prove our assertions, as so many did last Monday, as to the big saving in these shirts; sizes 13 1/2 to 17 1/2.

49c. for Real 75c. Shirts.

750 Woven Madras Shirts, good stripes and color combinations, splendidly made, full sized body, gathered yokes, detached cuffs. These will wash and wear well. A stock clean-up gives you this saving in price—49c. instead of 75c.; sizes 14 to 17.

Black and Navy Sicilians

Best Known Value for 39c.

You'll have to hunt a long time before you find another such value in Sicilians—these have a heavy stylish weave with a beautiful silk lustre—44 inches wide—black and a splendid shade of navy—at 39c. per yard.

Big Reductions on Waists.

The White, the Colored and the Silk.

We've a large and most unusual gathering of new waists from makers who are clearing up stock—cotton, albatross, flannel and silk, at prices that hardly pay for their making, as well as very alluring creations in our own stock at clearing up prices. The reductions are extraordinary. For instance:

AT 98c. INSTEAD OF \$1.98 TO \$2.98.—1,000 beautiful all-wool albatross and flannel waists, light blue, pink, gray, cardinal, royal and white, also black, made with space tucking back and front, stock collar; also in this lot choice silk striped albatross and silk embroidered effects. All sizes in these as well as broken sizes in fine flannel waists. AT \$1.98 INSTEAD OF \$2.98 TO \$3.98.—200 assorted silk waists in taffetas and China silk, black and colors, broken sizes. AT \$2.98 INSTEAD OF \$3.98 TO \$8.50.—500 silk waists in a variety of models, taffetas, peau de chagrin, peau de soie, also satin foulards in stylish polka dots and choice China silk, white; also black, choice. AT 49c. INSTEAD OF 79c. AND 98c.—1,000 fine lawn waists in 3 models: one tuckered yoke, elbow sleeve, hemstitched ruffle; another with inserting bands and tucks; the third, hemstitched and tucks, long sleeves. AT 79c. INSTEAD OF \$1.25.—Fine white lawn waists made with band of wide inserting put in with hemstitching. AT 98c. INSTEAD OF \$1.59 TO \$2.25.—1,200 fine white waists in 13 models, all of the best makers, long and short sleeves, principally trimmed with fine embroidery insertions, some with 6 rows, others hemstitched. AT \$1.49 AND \$1.98 TO CLOSE WERE \$2.50 TO \$3.98.—Fine lot of choice white lawn waists in a variety of models. AT 29c. INSTEAD OF 49c. AND 59c.—Colored percale waists in assorted patterns, check and stripes. AT 49c. AND 98c., REGULAR 98c. TO \$1.98.—Colored lawn and percale waists in assorted models, best of makers, at 49c. and 98c.; close were 98c. to \$1.98.

Women's Shirt-Waist Suits.

Final Clearing Sale—Sweeping Reductions.

The balance of our women's shirt-waist suits and summer dresses are offered at prices to clear them quickly. Lots of wearing time for you, but our stock-clearing time. Many of the styles are exclusive with us—and most worthy garments, both as to material and workmanship. Many lots are broken sizes, but are grouped so that all sizes are to be had, though not all sizes in every style. Prices as follows:

AT \$1.25, WERE UP TO \$1.95.—Chambray shirt-waist suits, waist trimmed with white piping, blouse skirt to match; others with plain waists tucked down front and back; colors red, blue, gray. AT \$1.98, WERE UP TO \$4.25.—Plain and mercerized chambray; some are neatly trimmed in braid; others with hemstitching, all blouse skirts. AT \$3.98, WERE UP TO \$5.98.—Chambray suits, all the popular shades; waists are neatly tucked and some are trimmed with black and white braid. Skirts are generously made and trimmed to match waists. AT \$4.98, WERE UP TO \$9.98.—Linen in blue, gray and old rose, fancy trimmings, embroidered stock collar and cuffs, blouse skirt, finished with two folds of material, also in chambray neatly trimmed in hemstitched white lawn. Skirt has two folds of material edged with lawn to match waist. AT \$3.98, WERE UP TO \$5.98.—White lawn, some have plain tucked waist and flare blouse skirt.

New Persian Lamb Coats

At \$75.00 and \$100.00, These Are 1-2 Prices.

We will make to your order of guaranteed Leipzig dyed skins an excellent Persian lamb coat at \$75.00 or \$100.00, according to style, which is really half the regular season's price. The skins are here for your selections. The coats will be made now and held here until wearing time comes if you desire. The coats will be made from advance models for the coming season.