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FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

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FREDERICK LOESER & CO.

Negligee Shirts for Men.

35c. Each, 3 for \$1.00, Regular 75c. Each.

A round-up sale of men's shirts, several different kinds in which some sizes have been broken—but you can get your size in some kind. Woven and printed madras and percales in excellent qualities, dependable suit—some have separate cuffs, others no cuffs; quite a quantity of a splendid white corded madras. There are all sizes from 14 to 17 in the lot, though not all sizes in each kind. They are splendid 50c. and 75c. shirts, all to go Monday at 35c. each or three for \$1.00. Real bargains for somebody.

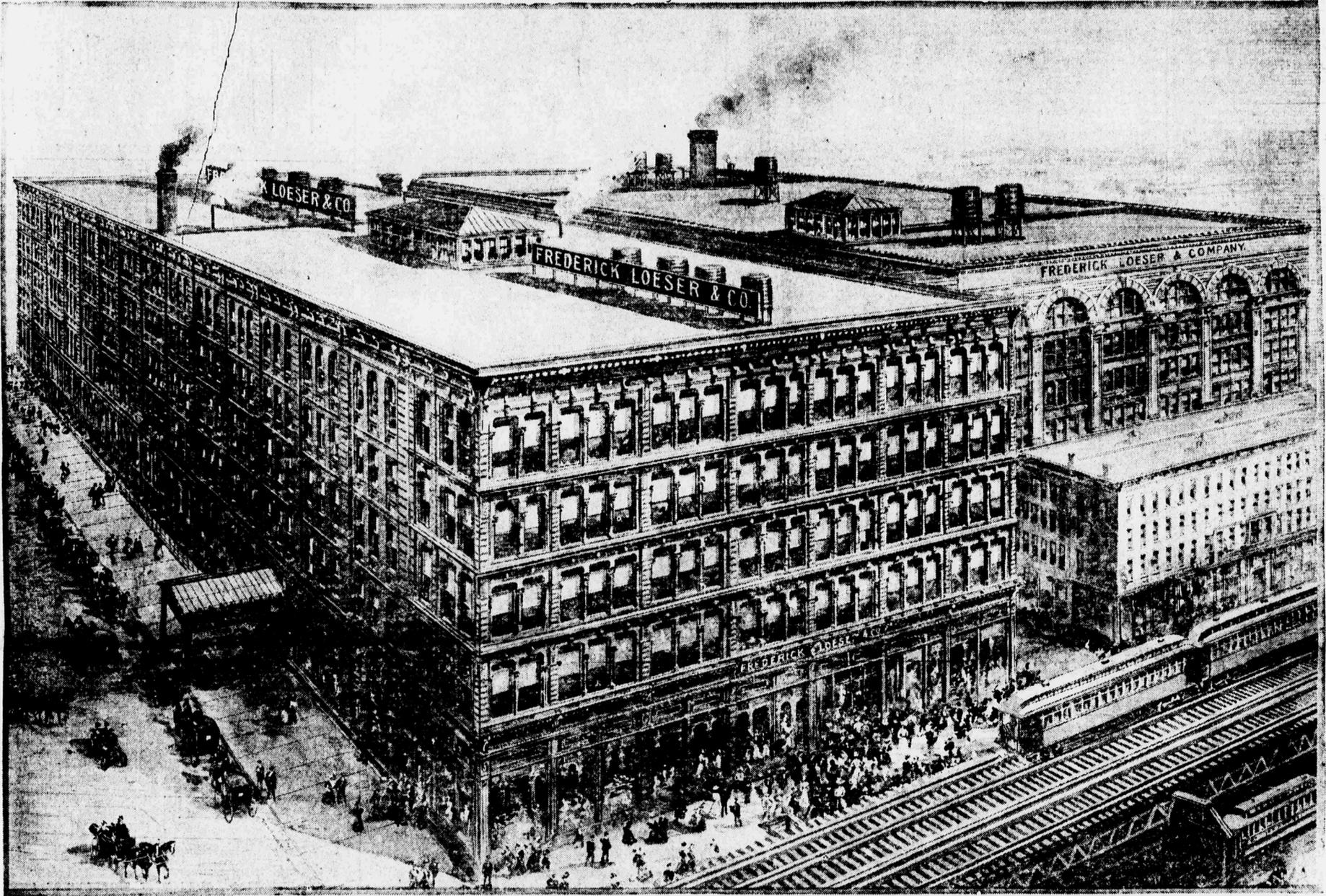
Frederick Loeser & Co.

BROOKLYN.

All-Silk Umbrellas.

\$1.29, Regular \$3.00 and \$3.50 Kinds.

There are 1,200 of these 26-inch umbrellas for women, the best lot too, of all silk, \$3.00 and \$3.50 kinds, which has been offered in a long time—all the popular colors as well as black; very close roll, cases and tassels to match, paragon frames, steel rods. A large variety of handles, such as French horn, pearl chunks and hooks, plain or silver trimmed, Dresden, natural wood, sterling trimmed or plain, and sterling silver tops, \$3.00 and \$3.50 values for \$1.29.



The above picture represents the completed buildings of FREDERICK LOESER & CO., which, if placed end to end, would extend from Fulton St. down Bond St. beyond Schermerhorn St. and well toward State St. Almost three City blocks.

Now Come the May Undermuslins.

Of Larger Interest to Woman Than Ever.

Highest Quality Garments Lower Than Cost to Make.

The Loeser white goods sales always have a significance that puts them above the ordinary plane of the commonly advertised sales. In the first place, they are timed to suit the convenience and advantage of the largest number, and, second, they are looked forward to and planned for so much in advance of the happening that the character of the goods is

the very best that the world can produce and at prices that are practically incomparable. This May sale always consists of garments that are of the highest order—the finer quality of underwear which every woman takes pride in having in her wardrobe. As for the prices, they are in many cases under the cost of making. We mention some below; there are numbers of others.

At 19c. Instead of 25c. to 49c.—1,200 corset covers of good cambric, 7 models, 6 French body, 1 V-shape embroidered, 1 hemstitched ruffle, the others all lace and embroidery trimmed.
At 14c. Instead of 70c.—Fine nainsook covers, French body, lace edge.
At 29c. Instead of 49c.—Good muslin gowns, high neck and V-shape tucked yoke.
At 39c. Instead of 99c.—Cambric and muslin gowns in a variety of models; lace insertings and pretty embroidery, V shape, square neck and Empire.
At 25c. Regular 39c.—Good muslin drawers, hemstitched flounce.
At 19c. Regular 79c.—Fine cambric drawers with insertings and edgings; also some with fine deep embroidery flounce.
At 98c. Instead of \$1.59 to \$1.99—2,000 assorted garments fine nainsook and cambric

gowns, high and low neck effects, short sleeve; also V-shapes and square yoke, elaborately trimmed with lace and embroidery; also hemstitched petticoats with 2, 3 and 4 rows of lace insertings and edgings; also deep embroidered flounces; also deep flounce with hemstitching; coarse covers 20 models, lace embroidery and ribbon trimmed, all of nainsook French body, low neck, square and round effects; fine calaisok and cambric drawers made with deep flounce, embroidery and lace and ribbon trimmed; also long chemises in this lot, variety of models.
At 14c. Regular 75c.—White petticoats, cambric top, also deep flounce of cambric tucked and hemstitched.
At \$1.49 Instead of \$2.25 to \$2.50—1,000 assorted garments, consisting of fine nainsook and cambric gowns, skirts, drawers, corset covers, all exceptional values; fine

Valenciennes laces and dainty embroidery trimmings.
At \$1.09 Instead of \$2.75 to \$3.50—This is a very choice lot of high-class garments. Gowns in a variety of pretty models, lace and embroidered, trimmed high and low neck effects; skirt with deep flounce, trimmed with handsome embroidery or insertion and edges of Val or tordion laces; drawers and corset covers very daintily trimmed with lace and deep cut ruffles; also in the French room, special lot of hand-made chemises, lace trimmed, \$1.99.

For the Infants.

Mothers who care to have their babies dressed in the best manner, and like to have it done most economically, are the mothers who will best appreciate these values:

At 12c. Regular 19c. to 25c.—Infants' caps of fine fancy and plain lawn with turned back piece, edged with lace; also another style with full ruche.
At 29c. Regular 49c.—Infants' fine lawn caps with tucked crown and turned back piece of embroidery.
At 14c. Regular 79c.—Infants' fine lawn caps in five styles, all prettily trimmed with embroidery, lace, feather-stitching and ribbons.
At \$1.49, Regular \$2.25—Infants' plique reefer, made with full front, circular collar, with insertings of embroidery and embroidery ruffles, sizes 1, 2 and 3 years.
At 89c. and 99c. Regular \$1.25.—Infants' pillow covers for baby carriages and cribs, made of fine lawn tucks, insertion and hemstitched ruffles; also with hemstitched tucks and ruffles.

The Best of the Season in Carpets

Coming as this offer does just at the busiest housefurnishing time, it will be sure to mark one of the most important carpet events of the season. A lucky trade circumstance put us in possession of these two lots at these extraordinary prices. They are from one of the largest and best carpet makers in the world, whose products have been famous for years for their durability, beauty of design and coloring. There is a wide variety of more than fifty patterns, all fresh from the mill and made for this Spring's selling. No better wearing carpets of these kinds are made, and the prices are lower than you could buy them for at the mills and low enough to make it an object for all interested to supply their present and future needs. Carpet prices will be much higher in the Fall, and an opportunity of this kind not to be had at all.

I. 50
AXMINSTERS
at I. 09

I. 50
BODY BRUSSELS
at 98c

Axminster Carpets—The most popular pattern carpets in all the newest colorings in handsome floral, two tone and Persian effects. One of the best wearing qualities made and of which thousands of yards have been sold at \$1.50 yard; for two days we offer this entire lot at \$1.09 yard.

Body Brussels—In a wide variety of new and artistic designs, the best quality of a mill that makes the most satisfactory carpets in the market. These goods retail everywhere at \$1.35 to \$1.50 yard; for two days we offer them at 98c. yard.

Important May Sale of Pianos

Lowest Prices for Used Pianos Known.

To-morrow we inaugurate our first May sale of used and second-hand grand, upright and square pianos. To make this sale a memorable one we have had our force of expert repairers working night and day putting our immense accumulation of pianos (some taken in trade, some returned from rentals) in condition such as would warrant the Loeser guarantee. When Loeser stamps a used piano as GOOD it means something more than buying a second-hand piano. It means that that piano has been taken apart and every piece of its mechanism thoroughly remade, eliminating all signs of wear, the sounding board carefully treated, the old strings and tuning pins replaced with new ones, the case refinished, the metal parts replated; in fact it means practically a new piano. This treatment of the second-hand piano is an innovation in piano selling, for second-hand Pianos are usually only "brightened up" a little and put in tune for the time being, so that they may be disposed of quickly with never a thought as to whether or not the buyer will be satisfied. It's the future we look to for the expansion of our piano business; therefore the transactions of to-day must be such as will insure lasting satisfaction. With this sale we inaugurate another innovation in piano selling by ignoring little differences in the selling value of square pianos. Instead of pricing them at \$25.00, \$50.00, \$75.00, \$100.00 and so on, we have divided the stock into three groups and priced them accordingly, naming a price on each one of the entire group that would be low for the pianos in their used condition, the price in many instances barely covering cost of repairs.

The same plan is followed as nearly as possible in the pricing of used and sample uprights, which will prove a great help in making selection. The sale takes place in our main warerooms, 4th floor, and begins to-morrow morning at eight o'clock. We advise an early call and prompt selection.

Square Pianos.		New Sample Uprights.		
Group I.—Choice 25.00 each.	Cost New.	Value.	Now.	
A. H. Gale, Cost new, \$300	3300	1 Richmond, from rental	240	185
Horace Waters, Modern, Cost new, 350	350	1 Howard, " "	256	175
Misell & Co., " " " " " "	300	1 Childerburg, " "	400	175
Earman, Bent & Co., " " " " " "	300	3 Smith & Barnes, " " Each,	205	200
Mason, " " " " " "	300	1 Smith & Barnes, " " "	250	185
Kring, " " " " " "	300	4 Smith & Barnes, " " " "	295	220
Manhattan, " " " " " "	300			
Blossfield & Otis, " " " " " "	300	2 Kaytons, " " Each,	225	150
Hariton Bros., " " " " " "	350	1 Cambrdge, " " "	225	150
Phelps & Son, " " " " " "	300	4 Rice & Son, " " Each,	250	160
United Piano Makers, " " " " " "	350	Ter. as on Squares, \$10.00 cash, \$5.00 monthly, with interest at rate of 4 per cent. per annum.		
Decker Bros., " " " " " "	450	Terms on Uprights, \$10.00 cash, \$5.00 monthly.		
J. & C. Fisher, " " " " " "	400	Some Pianos boxed and shipped, \$5.00 extra. Uprights delivered F. O. B. Greater New York.		
Krakauer, " " " " " "	400			
Chackering & Sons, " " " " " "	600			
Upright Pianos.		Knabe Pianos.		
Cost New.	Now.	Cost New.	Now.	
Martin & Dubler, " " " " " "	300	300	50	
Phelps & Son, " " " " " "	300	300	100	
Stuyvesant, " " " " " "	300	300	125	
4 Singers, from rental, " " " " " "	200	200	150	
3 Heller, " " " " " "	200	200	150	

It is not often that a Knabe Piano of any description can be had at less than the established price, therefore seekers of the truly artistic will be interested in the announcement of the sale of three Baby Grands and two Uprights of this renowned make at substantial reductions. Two of the Grands are in mahogany and one in Rosewood. The Uprights are in mahogany and walnut. Monthly payments may be arranged if desired. PIANO WAREROOMS, FOURTH FLOOR.