

FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

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Telephone 4800 Main.

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IN every detail the Leading Retail Establishment of Brooklyn.

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AVALANCHE OF WHITE

Annual Midwinter Sale of Muslin Undergarments at the Lowest Prices Ever Named, in Spite of the Price of Cotton Being Higher Than Ever Known Before.

THIS sale has become such an unusually important and looked forward to periodic event that it needs no argument from us, at this time, to prove the wisdom of the reason for its existence. The idea of the sale is just as old as its introduction by us years ago, but the sale itself, its immediate results, benefits, merchandising, innovations and management just as new as if the idea had its conception to-day. There were never so many reasons to commend it; never so many characteristics to individualize it—never so many advantages to extend the most practical economies.

Notwithstanding the enormous increase in the price of cotton we offer prices and quality concessions that have never been equalled any previous year in our history. And while it is a fact that this condition is open for others to take advantage of, as well as ourselves, it is a fact that cannot be disputed that Loeser has gained concessions particularly this year that are of larger advantage to you than can be obtained in any other retail house in Greater New York. Only the very best garments come to this store at prices that cannot be obtained elsewhere.

If this were mere assertion or boast our annual event which has kept growing from year to year into immense proportions would have dwindled to nothing instead of universal satisfaction. In brief, there are Corset Covers and Aprons at 5c each, better than ever offered. Night Gowns for 23c that always sell at 50c. Corsets at 50c that always sell at \$1.00 to \$2.50. Drawers at 10c that always sell at 20c. Colored Petticoats at 39c that always sell at 50c. Wrappers at 37c that always sell at 79c, etc. You can't afford to miss this opportunity. Every garment from the highest price to the very simplest has been most carefully made. Not a skimp in the shaping or a shortcoming in fabric or finish. Only the best and neatest trimmings; substantial, dainty, tasteful, durable, just as good as though you made them at home, only better, because our experts are in touch with the newest betterments in advance of the season, and are able to give you a very great variety. We have not considered profit in making these prices, except to sacrifice it. In fact, in many cases we offer garments at less than actual cost, our sole thought being to make this the greatest and most beneficial sale of Undergarment, Shirt Waists, Wrappers, Corsets and Infants' Wear ever known.

- Corset Covers.**
 - At 5c—Cambric and muslin Corset Covers, two shapes, square and V, felled seam. None sent C. O. D.
 - At 10c—Cambric Corset Covers, high, square neck, embroidery edge.
 - At 19c—Cambric Corset Covers, in five styles, square and high neck, also French shape, some trimmed with embroidery and others with lace.
 - At 25c and 29c—Cambric Corset Covers, low and high neck, some V shape, others round, all made in French bodies, lace and embroidery trimmed.
 - At 79c and 98c—A still finer lot of nainsook and cambric Corset Covers, some made to waist line, others French effect, elaborately trimmed with lace, embroidery and ribbons.
- Flannelette Underwear.**
 - At 19c, 25c and 29c—Women's short outing flannel Under Petticoats, extra quality, made in assorted stripes, deep hem, yoke band.
 - At 39c, 49c, 59c, 69c, 79c and 98c—A splendid lot of flannelette Petticoats in a variety of styles, mostly trimmed with lace, some with Van Dyke ruffles and embroidered edges.
 - At 39c, Regular price 69c—Women's flannelette Gowns in assorted stripes, made with rolling collar and cuff, of solid color.
 - At 69c, Regular \$1.50 Quality—Heavier flannelette Gowns, assorted stripes, collar edged with lace.
 - At 98c, Regular \$1.59 Quality—1,000 extra quality Night Gowns, in assorted stripes, high neck and V shape, some lace trimmed, others with embroidery insertings in yokes.
- Drawers.**
 - At 10c a Pair—Women's good muslin Drawers, made with hem and tucks, yoke band.
 - At 19c a Pair—Women's good muslin Drawers; some made with 5-inch ruffle, hemstitched, others with lace edge, and still others with hem and cluster of tucks.
 - At 25c and 29c a Pair—Women's good muslin Drawers; some with deep embroidery ruffle, others hemstitch effect.
 - At 39c and 49c a Pair—Women's good muslin and cambric Drawers, in a variety of styles, some trimmed with a deep ruffle of embroidery, others with lace edging.
 - At 59c and 79c a Pair—Fine cambric and muslin Drawers, some made with umbrella ruffle, with embroidery edge, others prettily trimmed with lace.
 - At 98c a pair—Fine nainsook and cambric Drawers, a variety of styles, nine in all, elaborately trimmed with Valenciennes lace, some Torchon, others with deep embroidery founce.
- Makers' Samples.**
 - At unheard of prices, the very best lot we have ever shown—about 3,000 garments, made of fine nainsook, daintily trimmed with Valenciennes lace and Point de Paris, Cluny and Torchon laces. These include high and low neck Gowns, Petticoats, Under Petticoats, Corset Covers, short and long Chemises and Drawers. Some of these garments are slightly soiled from handling, but all at extraordinarily low prices, more than paying for the supposed hurts; also, in the French section, an assorted line of fine hand-made garments, consisting of Night Gowns, Drawers, Chemises and Corset Covers. These are all taken from our stock and are slightly soiled. Elaborate and dainty garments among them at domestic prices and less.
- Aprons.**
 - At 5c—2,000 white lawn Aprons, made with hem and tucks and strings. None sent C. O. D.
 - At 15c and 19c—Maid's Aprons, made with hem and tucks, full width, wide strings.
 - At 29c and 39c—A large variety of Maid's Aprons, some with bibs and straps, others with deep hem and cluster of tucks.
- Night Gowns.**
 - At 23c—Good muslin Night Gowns in 4 styles, some with inserting in yoke, others with plain tucked yoke, high neck, V shape, with pretty insertings.
 - At 39c—Good muslin Night Gowns, V shape high neck and square neck trimmed with embroidery, and some with lace insertings.
 - At 49c—Night Gowns of good quality muslin, in Empire, square and high neck, prettily trimmed with embroidery.
 - At 59c—An exceptionally fine lot of fine muslin Night Gowns; square and high neck effect, trimmed with embroidery, and some with lace insertings and hemstitching.
 - At 79c—An excellent lot of nainsook and cambric Gowns, in several styles, prettily and daintily trimmed with lace and embroidery.
 - At 98c—A large variety of styles of nainsook and cambric, also fine muslin Night Gowns in 10 models. These are prettily trimmed with lace and embroidery, also some with ribbons, low and high neck effects.
 - At \$1.19, \$1.49, \$1.59 and \$1.98—A magnificent line of still finer Night Gowns, made mostly of nainsook and cambric, also some of fine muslin, in square, round and Empire effects, also low neck and short sleeves. These are prettily trimmed with embroidery, others with lace edgings and ribbons.
- Short Undershirts.**
 - At 25c, 39c and 49c—Women's short Under Petticoats in muslin and cambric in a variety of styles. Some hemstitched and others embroidery trimmed.
- Chemise.**
 - At 25c—Muslin Chemise, made with corded band and pearl buttons.
 - At 39c, 49c and 59c—Muslin and cambric Chemise in a number of styles, some open fronts, others square in effect, prettily trimmed with embroidery.
 - At 79c and 98c—Chemise made of cambric and nainsook, round or square necks, lace and embroidery trimmed.
 - At \$1.39, \$1.59 and \$1.98—Fine nainsook Chemise, in long and short skirt effects, prettily trimmed with lace or embroidery, some with ribbons.
- Colored Petticoats.**
 - At 29c, Regular 50c Quality—1,000 grass cloth Petticoats, in pretty stripes, deep umbrella founce.
 - At 49c, Regular 79c Quality—Black, blue and white striped, spun glass cloth, deep umbrella founce.
 - At 98c, Regular \$1.59 Quality—Extra quality mercerized Saten Petticoats, variety of models.
 - At \$3.98, \$4.98 and \$5.98, Regular \$5.00 to \$8.00 Quality—Choice silk Petticoats in black, plain colored, and changeable effects in variety of models. You cannot afford to miss any of these three bargains.
- White Petticoats.**
 - At 39c—White Petticoats, with cambric ruffle, some hemstitched.
 - At 49c—White muslin Petticoats, made with hemstitched founce, some with embroidered ruffle.
 - At 59c—Muslin Petticoats, with deep umbrella founce, with three rows of lace inserting.
 - At 79c—Muslin Petticoats, some embroidery trimmed, others with lace edging.
 - At 98c—1,000 fine muslin and cambric Petticoats, in a variety of styles, some with 5-inch and 6-inch embroidery ruffle, others with lace inserting and edgings and still others with dainty hemstitched effects.
 - At \$1.49, \$1.59, \$1.98 and \$2.98—A still finer lot of cambric and muslin Petticoats. Some made with lawn tops, others cambric and all elaborately trimmed with embroidery and lace and in a variety of hemstitched effects, combined with lace.
- Infants' Short Dresses.**
 - At 25c—Infants' Short Dresses of soft finish cambric, yoke effects trimmed with embroidery.
 - At 49c—Infants' Short Dresses of soft Nainsook, several styles, yoke effects, embroidered and lace trimmed; also hemstitched effects.
 - At 79c and 98c—Infants' Short Dresses in fine nainsook; some with square yoke, and others with tucks and hemstitched and still others with long waisted French effect; prettily trimmed with hemstitch and tucks. Boys' styles trimmed with light pink and light blue collars, cuffs and belts.

- Infants' Wear.**
 - In keeping with our great sales of Underwear, we have prepared extensively for the baby. The price is just as advantageous.
 - At 8c a pair—Children's Muslin Drawers, made with hem and tucks in 5 sizes.
 - At 19c a Pair—Fine Muslin Drawers, 8 sizes, with cambric ruffle hemstitched.
 - At 29c a Pair—Fine Muslin Drawers, cluster of tucks and embroidery ruffle.
 - At 49c Pair—Children's Nainsook Drawers with tucks, ruffle hemstitch with fine lace edge.
 - Long Slips**
 - At 10c—Infants' long slips of soft cambric, ruffle on neck and sleeves.
 - At 29c—Infants' long slips in fine soft cambric and nainsook, some with hemstitch effect, others with yoke and tucks.
 - At 49c—1,000 Long Slips made of nainsook, prettily trimmed with embroidery in variety of styles to choose from, round and square yoke effect.
 - At 79c and 98c—Fine lot of Infants' Long Slips made of nainsook, some with yoke back and front, embroidery and tucks, others with hemstitch effects.
- Manufacturers' Samples.**
 - Children's Dresses, made yoke style, elaborately trimmed with embroidery, lace, and ribbon, some made long waisted French effect. Ranging in price from \$1.49 to \$10.98, regular \$2.50 and \$15.00.
 - Children's Gowns.**
 - At 39c—Fine lot of Children's Muslin Gowns with tucked yoke trimmed with embroidery on neck and sleeves, made in seven sizes.
 - At 49c—Children's Gowns, made of good quality muslin, V-shape, tucked yoke with six rows of inserting, embroidery on neck and sleeves; made in seven sizes.
 - At 59c—Children's Gowns, made of soft finish cambric, round neck and lace trimmed.
 - Lawn Caps.**
 - At 49c—Fine Lawn Caps, cluster of tucks, edged with lace, French shape and other styles, finely tucked with embroidery inserting, full lace ruche.
 - At 79c—Infants' lawn caps made Dutch effect, turned back piece of embroidery, with lace edge.
 - At 98c—Infants' lawn caps with turned back piece of embroidery.

The Future in Women's Waists.

New Spring Creations Indescribable.

We will open in conjunction with this White Sale many pretty and new concepts for the Spring, and are safe in saying that the Waists of 1904 will surpass any previous season's efforts. We have them in white lawn, pique, cheviot and canvas, and all the new basket, weaves and madras effects. Most of these are made of imported materials.

At 39c, Regular 75c Quality—White and figured Oxford Waists, full front and attachable collars.

At 50c, Regular 75c and \$1.25 Quality—1,000 simple Waists, of cotton cheviot, percale, gingham and madras, mostly colored. Sizes full 34 and 36. Made in figures and stripes, new models.

At 98c, Regular \$1.59 Quality—Women's fine White Waists in 4 styles, some in basket weave, others of lawn. These are made in hemstitch effects; also yoke and fine tucks and lace trimmed.

At \$1.98 to \$5.98—Fine White Waists in Satin damask, also fine white lawns and chevies.

At \$2.98, Regular \$5.00 to \$7.50 Quality—An exceptionally fine lot of Veivet Waists, made by one of the best makers, all tailor effects; in black, brown, navy blue, green, cardinal and choice changeable colors; some have double rows of small buttons with fancy silk stock and tie; others are made with fancy lace set in the front; also stylish Plaids.

At 98c, Regular \$1.59 Quality—All wool Flannel Waists in black, red, light blue, navy blue and green. Tucked back and front.

At \$1.29, Regular \$1.98 Quality—Finer wool Flannel Waists in all colors, tailor made front, tucks edged with black.

At \$1.98, Regular \$3.98 and \$5.00 Quality—Choice Velvet Waists in plain colors and metallic dots. This is an exceptional value.

Extraordinary Corset Offers.

Half Prices and Less.

These are without exception the very best Corset offers we have ever made.

At 50c, Regular \$1.00 to \$2.50 Quality—2,000 pairs of first class up-to-date straight front Corsets, consisting of W. B., Erect Form and Sonnette. The W. B. Corsets are fancy broche and white coutille. The Sonnette Corsets are in six figures; colors white, drab, black, pink and blue; suitable for all models; some are lace trimmed, others with ribbon; sizes 18 to 36.

At 98c, Regular \$2.50 to \$5.00 Corsets—1,200 pairs of Augustines and Sonnettes, made of imported Coutille, Batiste and black Italian cloth. Straight front, all gored, trimmed on top with laces and ribbons. Sizes 18 to 30. Also in this lot are some \$5.00 Augustines, Dainty Broches in blue and black ribbon trimmed.

INDIAN INSANITY GROWING.

FORCED CIVILIZATION ONE CHIEF CAUSE OF IT.

Facts Learned During the First Year of the Only Hospital for Insane Indians in the World—Indians Brood More—Domestic Troubles a Cause of Insanity.

CANTON, S. D., Dec. 26.—At the close of the first year's existence of the National Hospital for Insane Indians the first data ever collected about Indian insanity indicate that forced civilization is responsible for much of it.

In its first year half the capacity of the hospital has been taken up. In a few months the last room will have been taken, and additions will be necessary. But there will still be at large many Indians hopelessly insane, and it is believed that the ratio of insanity will undoubtedly continue to grow.

Supt. O. S. Gifford and Dr. J. F. Turner, assistant superintendent and physician of the hospital, agree that the chief cause of insanity among Indians is dependency. Just as with the whites, brooding over troubles and disappointment undermines the Indian mind quicker than anything else. This is manifested in different ways, but most of these manifestations would have been improbable or impossible in the former wild life of the Indian. That brooding should follow when the Indians cannot have the employment of hunting or making visits at a distance and are never prohibited from indulging in their native dances is natural.

One of the consequences of the self-centering of the life of the Indian has been a growth in domestic difficulties. Many of the Indian insane have reached their condition because of worrying over family affairs. The same unrest and discontent have been marked on the reservations of South Dakota, where divorce has in the last ten years become popular with the Indians. Among those who cannot put aside their domestic troubles by appealing to the divorce court insanity is found.

For example, a full-blooded Sioux Indian became insane because jealous of his wife and was brought here. He had become prosperous by utilizing his land allotment and selling cattle, and was worth in the neighborhood of \$5,000.

His prosperity had attracted the attention of other Indians, and one of these had won the affections of his squaw, and the husband had brooded over this until his mind became unsettled.

SILK WAISTS.

At \$2.98, Regular \$4.00 and \$5.00 Quality—A splendid lot of black Peau de Soie and Peau de Cygne Waists, by one of the best makers, tucked back and front. In this lot are pretty colored Peau de Soie and taffetas.

At \$3.98, Regular \$5.00 to \$6.50 Quality—1,000 choice silk Waists in black, light blue, pink, cardinal, navy blue and white; in a variety of models, some lace-trimmed; also stylish taffetas, new models, in new stripes; all at \$3.98.

LACE WAISTS.

At \$3.79, Regular \$6.00 Quality—100 all-over lace Waists, lined with white silk mul, buttoned back.

HOUSE DRESSES.

At 98c, Regular \$1.79 Quality—Women's House Dresses in percale and gingham, stripes and figures, in light blue, pink and black and white effects; some trimmed with fancy braid and embroidery; all made with skirts attached.

SHORT KIMONOS.

At 29c, Regular 49c Quality—Figured Lawns, dainty patterns with white rolled borders.

At 39c, Regular 69c Quality—Flannelette Kimonos, in blue and pink stripes, colored borders.

At 79c, Regular \$1.25 Quality—Extra fine Short Kimonos, Persian colorings and borders of cashmere.

At 49c, Regular 79c Quality—Eiderdown Dressing Sacques, bound with ribbon.

A splendid line of Wool Eiderdown Dressing Sacques, in all colors, at 79c, 98c and \$1.49.

At 98c, Regular \$1.59 Quality—Choice lot of Dressing Sacques in figures and stripes.

FOLDING BARBER CHAIRS.

Put to Various Special Uses in Widely Different Localities.

"We make nowadays," said a New York dealer in barber shop equipments and supplies, "folding barber chairs which, when folded up, occupy little more space than a folded steamer chair. They are used in widely different circumstances.

"Finished in the plain wood, without covering or upholstery, they are used in the army. They are also used by travelling barbers, who carry them about in buggies, say.

"And then the folding barber chair is used to some extent right here in the city. In some of the greater hotels such a chair, of finer wood and finish, and with such upholstery as can be placed on a folding chair, forms a part of the hotel barber's shop equipment. When a guest of the house desires to be shaved in his own quarters this chair is sent up to his room.

"Such chairs are used to some extent in private houses. In one case that I know of there is an alcove in the bathroom into which the folding chair fits—out of the way and out of sight.

"The folding barber chair, as used by the travelling barber, would be most likely to be used, in this country, west of the Mississippi River. East of that stream, in these days, there would be found few, if any, travelling barbers. It was different once. If you lived in a community or a district in which there was such a barber, you might have seen him shaving the blacksmith in his blacksmith shop, or the storekeeper in the storehouse back of his store; you might have come upon him on the road visiting the farmhouses for children's hair to cut, or he might get half a dozen to cut in one house besides the farmer's.

"But there would be little work for such barbers now, in this part of the land, so the travelling barber has gone west of the Mississippi.

"There, or in those regions of it at least where there is still room to turn around, the barber opens a shop in a room in his own house in the community in which he has settled and there customers come to him as they would to the barber in any other town. He may have plenty of spare time when he is at home, and that he puts in on a garden, or maybe on a larger patch of ground; and then at regular intervals he closes his shop and puts his folding barber chair and other necessary equipment into his buggy—he owns his own horse and buggy, probably—and starts on his rounds of travel."

Women Less Fickle Than Men.

From the New Orleans Times Democrat.

Honestly, women are less fickle than men. However, they deserve no credit for their constancy which is due exclusively to the fact that the number of attractive men is infinitely smaller than that of attractive women.

INDIAN INSANITY GROWING.

A succession of misfortunes sent a full-blooded Pima Indian of Arizona to this hospital. He had had seven children. One by one every one of the children had died. One day his squaw was lost, and when he found her she was dead.

The Indian could not forget his sorrows, for he had no wars to fight and no game to kill. He brooded until he became insane.

There are now thirty-four insane Indians in the hospital, which is the only institution of its kind in the world, having been completed a year ago. Supt. Gifford has no doubt that all the fifty rooms will be taken up within another year.

"It is very difficult to find Indians who are insane," said Supt. Gifford. "At first we could find not more than a half dozen in the entire United States. But we are beginning to hear from them now from the remotest districts.

"There are undoubtedly a great many patients who should be in the hospital now that we have never heard about. Some of them are shielded by relatives.

"These relatives imagine that patients here are locked in rooms and not allowed to have the freedom of an outdoor life. Their intuition tells them that this would be disastrous, so it has happened that relatives have declared insane Indians perfectly sane in order to keep them from meeting what they believe to be an awful fate.

"As far as I have been able to learn, Indian tribes never made provision to care for their insane. The most that was provided was a casual sort of care given by relatives. But the attentions of Indian relatives are not worth much and the result has been that often they have passed their insane along to other tribes.

"It is a peculiar fact that Indians will desert unfortunate. Take for example the case of the great chief, Red Cloud.

"He is living in a hut on the Pine Ridge reservation, deserted by all save his wife, who can contribute nothing to his support. The old chief was afflicted with a distressing ailment, but not one of his relatives save his wife will have a thing to do with him.

"I was so impressed by the neglect under which he was suffering that I tried to bring him here. His mind is still remarkably alert, however, and he would not hear of going to a hospital for the insane.

"What is perhaps the principal cause of insanity among whites, overwork or anxiety over financial difficulties, of course finds no victims among Indians.

"Our treatment is simple. We allow the Indians to follow their own likes and dislikes, so far as can safely be done. Those who want to be free to go outdoors are

INDIAN INSANITY GROWING.

allowed to do so, except, of course, the epileptic patients.

"Some of the Indians have a fancy for working. The men make blankets and the squaws work with beads. We encourage the Indians to find employment as it takes their minds off their troubles. We even allow them to indulge in native dances, if they are not dangerously exciting, as we think the normal habits of the Indian are most apt to bring him back to a possession of his faculties.

"Even in the short time the hospital has been open, we have been able to record beneficial results. None of the Indians has been discharged as cured, but three patients will undoubtedly be released in the spring, and others have shown marked improvement.

"There are several full-blooded Indians, but a majority are half-breeds. Eight tribes are represented and insanity seems, among the red men, to have no relation to geography."