

BROOKLYN ADVERTISEMENTS

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FREDERICK LOESER & CO.

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K. D. Matthews Sons

The first Dry Goods Store that Brooklyn ever grew and which has compelled low prices for 67 years.

Floor Beauty Spots for 55c.

On the Centre Bargain Table, Main Floor.

Smyrna Rugs, about 500 of them, in a charming variety of patterns and colorings. The rug man says he ought to get a dollar apiece, but Monday your choice for.....55c.

Beautiful, Dream Silks To-morrow.

Crepe de Chine, 39c. Yard.

Too beautiful to describe. Made for that world in which human beings look Care in the cellar and say "now we will be nice." Soft, soft as the moonlight, colors that trick the eye and fancy with their delicate witchery. That's this Crepe de

Chine—looks just like \$1.00 a yard quality.

In the most glorious evening shades; silks that in the environment of music, light and laughter make of this world a very beautiful world.

These Grenadines are 42 inches wide. Absolutely all silk.

Specially Upholstered Couches at half. If you can reproduce any one of the styles (all else equal) at our prices, we will deliver the couch you choose free.

The Dashing Shirt Waist Materials for 1904.

Ginghams—be first to choose—7½c., 10c., 12½c., 19c., 25c. and 29c.

Corded Mousseline, 49c. yard.

Baisties and Lawns, 12½c. and 14c.

Lovely Dimpled Dimities and Colored Voiles, 12½c. yard.

Men's Suits Made to Order for \$12.98.

An actual \$18.00 to \$20.00 Suit—any regular style—from the new Spring fabrics, heavy weight, medium weight or light weight for 1904.

Huck and Initial Towels.

200 dozen fine quality, slightly soiled, some have an oil spot, no holes or serious imperfections, regular 20c. and 25c. value for **12c.**

The initial towels are without imperfections.

25c. value Fancy Pique Lawns and Figured Madras for 12½c. yard.

17c. value Pillow Cases for 12½c. yard.

50c. Bleached, 64 inches wide; 60 inch wide unbleached, Damask Table Linen, 35c. yard.

Bleached Muslin, fine quality, 6½c. yard.

½ gallon Strong Ammonia, 9c.

5 pounds Gold Dust Washing Powder, 12c.

No C. O. D. or mail orders filled on the two above.

And it's simply saving money to see about a thousand other "good as wheat" bargains on four floors.

PRIMARY WINS IN LOUISIANA.

NO MORE NOMINATING CONVENTIONS LOOKED FOR THERE.

The New System Tried and Found to Work Well—By It the White Voters Choose Their Candidates Directly and Frame Their Platform—The South Likes It.

NEW ORLEANS, Jan. 30.—That the system started in South Carolina of nominating candidates by primary election has come to stay in the South is now admitted by all. The professional politicians who fought the plan fiercely because they believed it meant their overthrow are now trying to adopt it to their personal advantage.

The Democratic primary held in Louisiana last week has, like similar primaries in South Carolina, Alabama and Mississippi, completely converted the Democratic voters to this way of making nominations, and they will not go back to the convention plan. Moreover, it has so strengthened the Democratic party in Louisiana that the politicians are estopped from raising any objection.

The Democrats cast only 60,206 votes in the last State election in April, 1900; only 53,870 votes for the Democratic candidate for the Presidency in November, 1900, and only 39,820 for the Democratic candidates for Congress in November, 1902. Under the influence of the new suffrage laws and the poll-tax requirements, the Democratic vote seemed to be shrinking.

The primary, however, instilled new life into the party and brought out 73,000 white Democratic voters. It has practically exterminated the Populists, nearly all of whom have come over to the Democracy, and it has cut down the Republican strength more than one-half. It assures the election of the Democratic State ticket by not less than 60,000 majority.

There are 90,000 qualified voters in Louisiana; and as the Democratic primary shows at least 73,000 Democratic voters, if all the remainder are counted as Republican, the Democrats cannot get more than 15,000 votes; and it is likely to get considerably less. In the face of results so satisfactory to the party, it will be impossible for the Democratic State central committee and a Democratic Legislature to abandon the primary for the present.

They will, on the contrary, be compelled to strengthen the primary system and will probably pass a strict law making primaries obligatory, as is the case in Mississippi, and compelling the State to shoulder the cost. The politicians, particularly those in New Orleans, are gnashing their teeth over the decision, which will greatly inconvenience them, weaken their control over the voters, and, as they believe, in the end destroy Louisiana from power.

Thus, Louisiana is following exactly in the footsteps of Mississippi and the other Southern primary States. The movement has in all instances followed the identical lines.

Mississippi tried the primary system of making nominations for Congress. It found favor with the voters in spite of the objection of the politicians and a Legislature pledged to make the primary obligatory was elected. Then the last State Legislature passed the Noel law, which prohibits all parties from making nominations for any office, from constable up, except by primary elections. This law killed the Populist and Republican parties as the primary is too complicated and expensive for them, and as a consequence there was no opposition ticket in the field in the recent State election.

The primary brought out 90,000 white Democratic voters, the largest white vote ever cast in Mississippi. It strengthened the party and aroused great popular enthusiasm.

Never has there been so exciting a campaign in Mississippi, and for several weeks the State gave itself up to politics. This was made an excuse by the politicians for attacking the primary as demoralizing to business and as overwriting to the voters. The protest had no effect.

The Legislature of Mississippi has per-

emptorily refused even to consider the proposition to repeal the Noel law; on the contrary, it has gone to work to strengthen and improve that law.

The same thing has occurred in Alabama. There, a primary was held which nominated the present Governor, Jekka. The system proved so injurious to the politicians that they at once set up a howl against primaries as giving rise to personalities in the campaign and causing division in the Democratic ranks, whereas, on the contrary, it had won over many Populists and Republicans.

The politicians, however, were sufficiently strong in Alabama to make a showing, and it was not until a few days ago, that they had won, and that when the Democratic State central committee met it would refuse to call another primary and would refer to the old method of nominating a State ticket through a convention.

This proved a mistake, however. The committee yielding to popular pressure decided to make all nominations by a primary. The members say that it would be dangerous to do otherwise, that it would offend the rank and file of the party and lose it all the new votes it has gained.

The same trick was played in Louisiana. No sooner was last week's primary over than protests were raised against it, mainly by the politicians. These protests have been drowned by the popular approval of the system.

It is pointed out that the Democratic party has for years been paid \$400,000 so large a vote as it secured in the primary; that this system of naming candidates has won over thousands of Republicans and Populists, and that the Democracy has nothing to fear in the way of opposition as long as it sticks to primaries. The Legislature will accordingly be asked to pass a strong law for Louisiana and also to compel the State to bear part of the expense of primaries.

The recent primary was voluntary, and no provision was made for the expense of holding it. It cost a great deal of money, and some of the candidates have been hard hit by the expense.

Then, each of the three candidates for State Treasurer had to put up \$1,400 to enter the race. None of them secured a majority in the first primary, and a second will therefore have to be held. As the candidates are the Governor, Lieutenant Governor and other State officers were elected in the first primary the two candidates for Treasurer who will have to run again will do so alone and must, in consequence, bear all the expense, and it will cost each of them \$5,000.

Then the successful candidate who obtains the nomination has paid \$4,000 in honor, \$1,400 at the first and \$5,000 at the second primary—whereas the office is worth only \$10,000, or \$2,500 a year for four years. As he will have to make two more fights of the State, both costing him money, he will be out of pocket even if he is successful, while the defeated candidate will be practically ruined, for all three of the would-be treasurers are men of moderate means.

It is quite evident that some way must be found of correcting this defect, and the plan proposed is for the State to make the primaries official elections and to pay the expenses, or at least a portion of the expenses.

It is now conceded by all that the primary has been a great success, and that it would be dangerous for the Democracy to go back to nominations by judges, N. C. Blanchard, who resigned from the Supreme Court to run for Governor, and who has served in both branches of Congress for some years as chairman of the Committee on Rivers and Harbors, is the nominee for Governor. He has announced that he will recommend the Legislature to pass a primary law, and that he will urge the State should shoulder the expense, so as to open the field for all candidates, for the poor as well as the rich.

The opponents of the primary forecasted that it would lead to the triumph of demagogues, and that the candidate who offered the most money would be successful, but the contrary has proved the case, and the successful candidates are all men of high character.

Louisiana made one improvement on the Mississippi primary. It provided for a platform.

During the course of the campaign in Mississippi the fact was commented on that no provision had been made for a declaration of what are Democratic principles, and that, consequently, there was no test of Democracy.

A State central committee was chosen,

it is true, but its power was merely executive. It fixed the date of the primary and counted the votes cast, but it made no nominations and framed no platform.

This was regarded as a defect, and in Louisiana it was decided that the party should elect its own platform.

Accordingly, provision was made for the State central committee's meeting after the primary and drawing up a declaration of Democratic principles.

Strong opposition is now being shown to this, and the committee will probably refuse to frame a platform, on the ground that the people have already done so in the primary.

And here comes one of the surprises of the primary, one which has rendered it so strong with the schools, lawyers or river improvement as every one favors them now that the people are directly interested in the abolition of the present centralized system in operation in Louisiana; that they want a rearrangement of the judiciary and a reduction in the number of judges; that all officers shall be elected instead of being appointed by the Governor; that they demand a reduction in offices and in fees, the abolition of all sinecures, greater economy and a reduction in salaries to politicians, the most of whom are used in the improvement of the public schools.

All these demands are radical and quite a shock to the politicians and officeholders. They have never been heard of before.

The conventions, composed mainly of the political classes, have refused even to consider them, and they have not been even referred to in party platforms; but when nomination by primary was insisted on it took a very short time for the voters to give their opinion on these were the real issues of the day.

An attempt was made to sidetrack them, but in vain. Every candidate was compelled to declare his views on all these questions, and no dodging was permitted. As a result, before the campaign was over, all the candidates had accepted these popular issues, and every primary platform, if elected, to carry out the reforms demanded by the Democratic voters and which Democratic conventions had failed even to see.

The fact is that the primary has run a centralized form of government similar to that in force in Mexico, but prevailing in no other part of the United States. This is the only form of government which believes in centralization, but mainly to the political conditions existing in Louisiana in consequence of its large negro population.

While a majority of voters have always been white, the negroes have majorities in most of the parishes. To prevent local governments from falling into the hands of the negroes, all power was concentrated in the hands of the Governor, who appoints nearly every officeholder in the State from Chief Justice down.

In 1898 when the danger of negro supremacy was removed by a provision which disfranchised most of the negro voters, it was thought that the centralized government could be dropped and the people allowed to elect their own officials; but this was not done, and the Governor is still the autocrat of Louisiana. He appoints nine-tenths of the 10,000 State officials.

The primary will not only revolutionize Louisiana in Louisiana, but it will revolutionize the governmental system, a result which it seems impossible to secure otherwise.

This has given such popular satisfaction that it is not likely to be impossible to stop the steady onward progress of the primary in the South. It is now under consideration in Virginia, and it is safe to predict that within the next four years it will be universal throughout the southern States, where the suffrage laws, by disfranchising the negro, have eliminated the negro question from politics.

There have been primaries in the North and West, but they are entirely different in their methods from all Southern primaries. There being but one political party in the South, the primaries are a submission to the will of the people of the question of whom they wish for office, what questions they wish discussed and what reforms and legislation they demand. It consequently includes the referendum and initiative as well as the selection of officials. It is the most popular political measure the South has ever known and is likely to steadily grow in favor.

Frederick Loeser & Co.

Telephone 4800 Main.

BROOKLYN.

IN every detail the Leading Retail Establishment of Brooklyn.

China and Kindred Wares: Our Greatest Sale

An Event for Every Housekeeper Who Knows the Store.

Some China Sales—yes, most of them—are incidents. This annual February Sale in the Loeser Store is an EVENT.

We do the China business on very broad lines. We confine ourselves to no one maker or group of makers. A good Store, a great Store, should present the cream of the merchandise from all over the world—and every maker, no matter how good he is, turns out some skim-milk. We skim the cream—the choicest product from every maker, so you will always find the greatest variety here, just as you will always find prices the lowest. Great as the business has grown to be—and it is by far the greatest in this vicinage—it is based on these two principles, variety and values.

To-morrow we start the greatest China Sale in our history. Much has been purchased for it—bought for less than usual to sell for close to cost. Much more is sharp reductions in our own stock; fine China and kindred wares less than a year old, for we keep the stocks fresh by such a sale as this each season. But there are more and finer China and Cut Glass and other wares than we ever had, and the prices are lower—

A Fourth, a Third, a Half Under Usual.

Extra salespeople will be ready to-morrow—every provision has been made for prompt and careful service. No woman who loves beautiful table wares, whether she means to buy or not, should miss a visit to the Loeser Basement to-morrow:

The Finest Limoges China at Half Price or Near It.

Nearly one-half of the newly enlarged China section is given over to the display of the newest of beautiful Limoges China and some very tasteful designs from the best makers of Austria. All marked at half price or nearly half.

All of the articles are of the practical everyday useful sort, and many of them are worthy of being dignified by use on state occasions, and any piece of the lot will lend artistic effect to the china closet or sideboard. A full list is impossible, and some of the choicest pieces and biggest bargains get no word in the papers at all because quantities are too limited. Just as an incident read the following:

Fine elite Limoges China, beautifully decorated with violets of natural size and color in clusters and entwined with the leaves and stems and arranged in border effect and sprays. The edges and handles are all trimmed with the best coin gold laid on heavily, not skimmed. There are:

Bread and Butter Plates, 15c.; reduced from 25c.

Ice Cream Plates, 15c.; reduced from 25c.

Salad, Entree and Fruit Plates, 29c.; reduced from 50c.

Bouillon Cups and Saucers, 29c.; reduced from 50c.

Tea Cups and Saucers, 29c.; reduced from 50c.

Chocolate Cups and Saucers, 29c.; reduced from 50c.

A. D. Coffee Cups, 29c.; reduced from 50c.

Coupe Soup Plates, 29c.; reduced from 50c.

Oyster Plates, 29c.; reduced from 50c.

Covered Muffin Dishes, \$1.35; reduced from \$2.25.

Mayonnaise Dishes, 75c.; reduced from \$1.25.

Salad Bowls, 75c.; reduced from \$1.25.

Salad Bowls, 89c.; reduced from \$1.50.

Comports, 85c.; reduced from \$1.50.

Cake Plates, 75c.; reduced from \$1.25.

Celery Trays, 75c.; reduced from \$1.25.

Fine Bric-a-Brac & Art Wares

The greater part of our vast collection at sweeping reductions.

In the cases are gathered some of the choicest examples of Vienna Vases, Sevres, Royal Doulton, Corona Dresden, fine Royal Bonn, Limoges Enamels, Teplitz and other of the celebrated wares. All are real works of art and the latest creations of their respective makers. There are small pieces for the cabinet, perfect little gems, medium size. Vases, as well as the larger sizes, suitable for mantel or table adornment. The prices range from \$6.00 to \$9.00 and were the best regular values at \$9.00 to \$75.00.

Large Vases and other single pieces of fine wares at snap bargains.

2 large Vienna massive Vases, \$250.00 each, reduced from \$500.00.

1 large Vienna Vase, \$112.50, reduced from \$225.00.

1 large Vienna Vase, \$87.50, reduced from \$175.00.

1 large Vienna Vase, \$62.50, reduced from \$125.00.

1 large Japanese bronze floor Vase, \$87.50, reduced from \$175.00.

1 large Marble Figure, \$75.00, reduced from \$150.00.

1 large Marble Figure, \$50.00, reduced from \$75.00.

Marble Busts at \$22.50 and \$29.00, reduced from \$39.00 and \$50.00.

FRENCH BRONZES, 1-3 OFF.

A large collection of the finest French Bronzes in the newest subjects and finest finishes.

\$10.00, reduced from \$15.00

\$12.75, reduced from \$19.00

\$16.50, reduced from \$25.00

\$26.00, reduced from \$39.00

\$33.00, reduced from \$50.00

\$50.00, reduced from \$75.00

\$67.00, reduced from \$100.00

\$100.00, reduced from \$150.00

TEPLITZ FIGURES.

The figures made by the celebrated Teplitz works have a character all their own. The

Rich Cut Glass

Greatly Reduced

The beautiful "Sparkle" pattern, a richly cut pattern that well deserves its name. It is Loeser Cut Glass, and that means the purest crystal, cut by the best skilled artisans and finished with the most brilliant and durable polish obtainable. At regular prices these goods are exceptional values and these decided reductions make this offering unprecedented.

6 inch handled Olive or Benton Dishes, \$1.98; reduced from \$3.00.

7 inch Nappies or Jelly Dishes, \$2.98; reduced from \$5.00.

8 inch Nappies or natural Fruit Dishes, \$3.98; reduced from \$6.50.

9 inch Nappies or natural Fruit Dishes, \$5.50; reduced from \$9.00.

7 inch deep Fruit Bowls, \$3.50; reduced from \$5.50.

8 inch deep Fruit or Salad Bowls, \$4.50; reduced from \$8.00.

9 inch deep Fruit or Salad Bowls, \$5.98; reduced from \$10.00.

10 inch deep Fruit or Salad Bowls, \$8.50; reduced from \$13.50.

Sugar and Cream Sets, \$4.50; reduced from \$6.00.

Sugar and Cream Sets, \$8.50; reduced from \$8.50.

Sugar and Cream Sets, \$8.50; reduced from \$12.50.

On a number of tables are arranged the most varied collection of the finest China Plates which we have grouped together into five lots and marked at 25c., 50c., 75c., \$1.00 and \$1.50 each.

Table No. 1 contains Plates at 25c. each, were up to \$6.00 a dozen.

Table No. 2 contains Plates at 50c. each, were up to \$12.00 a dozen.

Table No. 3 contains Plates at 75c. each, were up to \$18.00 a dozen.

Table No. 4 contains Plates at \$1.00 each, were up to \$24.00 a dozen.

Table No. 5 contains Plates at \$1.50 each, were up to \$48.00 a dozen.

There are full dozens and more of each style, but we have priced them per piece so that you may buy as few as you like or as many as your fancy dictates.

Most Extraordinary Sale of Fine Jewelry Ever Held : Prices are Forty Per Cent. of Usual.

After examining the exquisite Jewelry to be presented in this Sale, and noting the prices, the only fear is that it will be impossible to state the case as strongly as it deserves. Yet here are the facts:

The market for fine Jewelry has been limited lately. Too many people have had to stop buying such luxuries. When the retailer doesn't sell, the retailer can't buy, but the manufacturer's expenses go on just the same. The man who makes some of the finest, most original and high grade Jewelry that is sold in Manhattan's most exclusive stores was in this fix. His regular customers could not help him out. He turned to us. And we have been permitted to choose from his stock of fine, new, exquisite Jewelry at such prices that we can present the Jewelry to-morrow at just forty per cent. of what it would cost ordinarily.

Think what that means. It is no common fortune. A \$90.00 baroque pearl Chain may be had for \$36.00. A \$300.00 Diamond Brooch will cost \$120.00. A \$15.00 Scarf Pin will be \$6.00. And so on through hundreds of instances.

The Jewelry is every case of high grade and of peculiarly beautiful designs. And never has there such a chance to buy it for little money.

PENDANTS OR LAVELLIERES.

\$22.00, REGULARLY \$54.00. Baroque and ruby, mounted in 14k solid gold, two hand chased snakes with olive eyes.

\$14.50, REGULARLY \$36.00. Baroque pearl and 8 diamonds.

An assortment of large fancy pieces, can be considered for pendants or brooches. They have stone centers, turquoise, fancy sapphires and opals; regularly \$188.00, \$240.00, \$338.00 and \$360.00, at \$75.00, \$96.00, \$135.00 and \$144.00.

BROOCHES.

\$27.00, REGULARLY \$73.00. All detailed to describe the designs, all these \$34.00, REGULARLY \$84.00. All diamond, paved design.

\$39.00 and \$110.00, REGULARLY \$98.00 and \$278.00. Fancy enamel flower Brooches, largely mounted with diamonds, pansies and violets, in the different shades.

\$36.00, REGULARLY \$90.00. Diamond and fancy black enamel scroll design, with 9 large diamonds.

\$30.00, REGULARLY \$75.00. Fancy scroll design, with 6 large diamonds.

Amethyst and fancy sapphire Brooches, in the newest designs, regularly \$30.00, \$45.00, \$45.00, at \$12.00, \$14.50 and \$18.00.

\$9.00, REGULARLY \$23.00. Fleur de lis, fancy design with diamond center. Can be used for brooch or chateleine pin.

A large assortment of fancy enameled Brooches in flower designs with pearl or diamond centers in all the different shadings and sizes; pansies, double violets, wood violets, wild rose, daisies and forget-me-nots; regularly \$15.00, \$16.00, \$20.00, \$23.00.

LINK BUTTONS. Too many to enumerate, all styles at all prices. Some plain others mounted with diamonds, pearls, rubies or turquoise, gold pearl or enamel; regularly \$75.00, at \$30.00, and others at prices in equal proportion to suit every one—as low as \$3.00, regularly \$7.50.

SCARF PINS.

We can only call your attention to a few in the collection of hundreds. Designs include all paved scrolls, sprays, animals, flowers, automobiles. Settings include diamonds, rubies, sapphires, emeralds, olivines, star sapphires, fancy sapphires, amethyst, turquoise and baroque pearls, singly or in combinations, plain gold and fancy enameled.

Diamond brooch Scarf Pin, mounted in platinum, three sizes, regularly \$90.00, \$120.00 and \$142.50, at \$36.00, \$48.00 and \$57.00.

Star sapphire Scarf Pin, one of the most beautiful stones for men's wear; set in fancy design with diamonds, regularly \$54.00, \$72.00 and \$113.00, at \$21.75, \$29.00 and \$45.00.

All diamond paved Scarf Pins, fox owl, fish, lion, horse and dog designs, regularly \$36.00, \$40.50, \$42.00, \$45.00 and \$87.00 at \$14.50, \$16.25, \$17.00, \$18.00 and \$35.00.

The 500 finest designs in flower Scarf Pins, they have diamond or whole pearl centers in clover, pansy, double violets, wood violets and daisies, regularly \$6.50, \$9.00, \$14.00, \$16.25, \$19.50, \$22.50, at \$2.50, \$3.75, \$5.50, \$6.50, \$8.00 and \$9.00.

Baroque pin, \$15.00, singly or in combination, regularly \$5.50, \$6.00, \$7.50, \$12.75 and \$15.00, at \$2.25, \$2.50, \$3.00, \$3.25 and \$6.00.

Colored Petticoats

If you could buy another Petticoat or two, be sure they were of fine materials, smartly made, and pay a small fraction of the regular price would you be interested?

49c., REGULARLY 79c. Black spun glass cloth Skirts, with deep accordion pleated flounce.

69c., REGULARLY \$1.25. A splendid cotton moire Skirt, in black and white stripes, center, deep, deep accordion pleated flounce.

99c., REGULARLY \$1.59. Extra quality black mercerized sateen Petticoats in a number of styles.

\$4.98 and \$5.98, REGULARLY \$6.00 and \$7.50. Splendid silk Petticoats in black and changeable effects, in a variety of models.

Second Floor, Center.

Tailored Suits.

Wonderfully Little to Pay.

Cheviot Suits at \$12.75.

Women's cheviot Suits; new Norfolk coat with box plaited back and front capes over shoulder, flat collar of stitched taffeta, belt, revers finished with fancy braid, satin lined, new nine gored plaited skirt.

Walking Suits, \$16.50.

Women's Walking Suits, in the new fancy mixtures and chevits, plaited Elton jacket, French blouse, cape over shoulder and fancy braid trimming, finished with piping of brown satin; new full sleeve, with fancy cuff; new plaited skirt, plain yoke, double box plaited back, panel front, men tailored.

Dress Skirts, \$15.00.

Separate Dress Skirts, of black voile, seven gore, extra full flare, seams finished with Mexican braid and applique, made over a drop skirt of good taffeta, finished with tucks and ruffles. Second Floor, Annex.

Another Big Shirt Sale.

A tremendous stir the Loeser Shirt sales have made lately. Now here comes another one which offers

60c. and 75c. Negligee Shirts for 39c.

\$1.00 Negligee Shirts for 59c.

The Shirts are new and just in for the sale—the maker bought the fabrics under price and gave us the advantage.

THE \$1.00 NEGLEEES, AT 59c., are of Hemony percales, a cloth usually put in Shirts that sell at \$1.00. Splendid wearing material, in very choice stripes and figures, on white grounds, as well as the much sought after gray effects. Every Shirt has custom neckband and is cut and made liberally. Separate cuffs with each Shirt. Sizes 14 to 17.

THE 60c. AND 75c. SHIRTS, AT 39c., are negligees of woven madras, in black and white and blue and white stripes, with separate cuffs. Madras, that for wear and tightness, has no superior. Then there are Shirts of printed madras, corded light grounds, with neat stripes and figures; these have no equal in quality of corded madras, but made without the cuffs. All 39c. each. No goods sent C. O. D.

Film Place Entrance.

Another Notable Lace Occasion.

In the first place—and this is a point to be noted—the Laces are fine, fresh and beautiful—such Laces as discriminating women will choose for tasteful effects. In the next place there are

Half and Less Than Half Prices to Pay.

Is it any wonder that this Lace business stands first hereabouts—that it is one of the three or four greatest businesses of the country.

49c. TO \$6.50 LACES AT 25c TO 49c

Gallons Venetian, Repousse, Chantilly, Escorial, Silk Venetian, fine Valenciennes, Point de Paris and Paris Novelities, all in medallion, applique and straight effects in white, black, butter and Arabian colors.

Star sapphire Scarf Pin, one of the most beautiful stones for men's wear; set in fancy design with diamonds, regularly \$54.00, \$72.00 and \$113.00, at \$21.75, \$29.00 and \$45.00.

All diamond paved Scarf Pins, fox owl, fish, lion, horse and dog designs, regularly \$36.00, \$40.50, \$42.00, \$45.00 and \$87.00 at \$14.50, \$16.25, \$17.00, \$18.00 and \$35.00.

The 500 finest designs in flower Scarf Pins, they have diamond or whole pearl centers in clover, pansy, double violets, wood violets and daisies, regularly \$6.50, \$9.00, \$14.00, \$16.25, \$19.50, \$22.50, at \$2.50, \$3.75, \$5.50, \$6.50, \$8.00 and \$9.00.

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The 500 finest designs in flower Scarf Pins, they have diamond or whole pearl centers in clover, pansy, double violets, wood violets and daisies, regularly \$6.50, \$9.00, \$14.00, \$16.25, \$19.50, \$22.50, at \$2.50, \$3.75, \$5.50, \$6.50, \$8.00 and \$9.00.

Baroque pin, \$15.00, singly or in combination, regularly \$5.50, \$6.00, \$7.50, \$12.75 and \$15.00, at \$2.25, \$2.50, \$3.00, \$3.25 and \$6.00.

Half and Less Than Half Prices to Pay.

Is it any wonder that this Lace business stands first hereabouts—that it is one of the three or four greatest businesses of the country.

49c. TO \$6.50 LACES AT 25c TO 49c

Gallons Venetian, Repousse, Chantilly, Escorial, Silk Venetian, fine Valenciennes, Point de Paris and Paris Novelities, all in medallion, applique and straight effects in white, black, butter and Arabian colors.

Star sapphire Scarf Pin, one of the most beautiful stones for men's wear; set in fancy design with diamonds, regularly \$54.00, \$72.00 and \$113.00, at \$21.75, \$29.00 and \$45.00.

All diamond paved Scarf Pins, fox owl, fish, lion, horse and dog designs, regularly \$36.00, \$40.50, \$42.00, \$45.00 and \$87.00 at \$14.50, \$16.25, \$17.00, \$18.00 and \$35.00.

The 500 finest designs in flower Scarf Pins, they have diamond or whole pearl centers in clover, pansy, double violets, wood violets and daisies, regularly \$6.50, \$9.00, \$14.00, \$16.25, \$19.50, \$22.50, at \$2.50, \$3.75, \$5.50, \$6.50, \$8.00 and \$9.00.

Baroque pin, \$15.00, singly or in combination, regularly \$5.50, \$6.00, \$7.50, \$12.75 and \$15.00, at \$2.25, \$2.50, \$3.00, \$3.25 and \$6.00.

\$1.50 Black Cheviot, 59c.

Brought from France—one of the handsomest of the canvas weaves, that has been sold all season for \$1.50 a yard. It has a rough service that gives it a smart and sturdy appearance—when we had a lot awhile ago at 75c. a yard, it made quite a stir. A new price for to-morrow—59c. a yard.

\$1.75 Black Broadcloth, \$1.25.

"The best Broadcloth I ever saw for such a price."

Yes, we think so, too—last Monday's rush for it was evidence, if we needed any. It is 55 inches wide, fine and lustrous. Enough for to-morrow at \$1.25 a yard. Second Floor, Annex.

Half Priced Furs

Are flying out so fast now that there won't be any left to tell about in a little while. But the assortment is broad now—even if there are but few pieces of a kind. They are all the Loeser grade—the highest grade—our guarantee back of them all. A neckwear hint to-day.

Blended mink 4-in-Hands, regularly \$20.00, at \$10.00.

Molekin 4-in-Hands, regularly \$36.00, at \$18.00.

Royal ermine 4-in-Hands, regularly \$70.00, at \$35.00.

White astrachan 4-in-Hands, regularly \$27.00, at \$13.50.

Black lynx 4-in-Hands, long and short effects, regularly \$45.00, at \$22.50.

Blended fisher 4-in-Hands, regularly \$45.00, at \$22.50.

Chinchilla 4-in-Hands, regularly \$50.00, at \$25.00.

Blended and natural squirrel 4-in-Hand, long; regularly \$27.00, at \$13.50.

Pointed natural squirrel, long; regularly \$30.00, at \$15.00.

Muffs in the Empire and Duchess shapes in all the popular furs.

Second Floor, Front.

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