

NEW YORK, SUNDAY, OCTOBER 2, 1904.—Copyright, 1904, by The Sun Printing and Publishing Association.

BROOKLYN ADVERTISEMENTS.

PIANOS

Just a few suggestions from our stock of over two hundred and fifty Pianos. A demonstration of Piano economy in variety and lowness of price we believe has no parallel.

- UPRIGHTS.**
- \$40 BERDEN 2 1/2 monthly until paid.
 - 55 CRAMER 2 1/2 monthly until paid.
 - 84 SCHUMANN 3 1/2 monthly until paid.
 - 92 MOZART 4 1/2 monthly until paid.
 - 125 GABLER 4 1/2 monthly until paid.
 - 135 WEBER 4 1/2 monthly until paid.
 - 140 CHICKERING 5 1/2 monthly until paid.
 - 160 STERLING 5 1/2 monthly until paid.
 - 175 JACOB BROTHERS 5 1/2 monthly until paid.
 - 190 WEBER 5 1/2 monthly until paid.
 - 275 KRANICH & BACH 6 1/2 monthly until paid.
 - 320 STEINWAY & SON 7 1/2 monthly until paid.

- SQUARES.**
- \$12 CURTISS 1 1/2 monthly until paid.
 - 16 BARMORE 2 1/2 monthly until paid.
 - 25 STODART 2 1/2 monthly until paid.
 - 30 DECKER 3 1/2 monthly until paid.
 - 36 HAUSMANN 3 1/2 monthly until paid.
 - 38 WEBER 3 1/2 monthly until paid.
 - 40 HARDMAN 3 1/2 monthly until paid.
 - 40 SCHAEFFER 3 1/2 monthly until paid.
 - 45 GOETZ & CO. 3 1/2 monthly until paid.
 - 48 STEINWAY & SON 3 1/2 monthly until paid.

Stool and Cover with Each Piano.

PIANOS \$2 MONTHLY. Carriage Free This Week.

GOETZ & CO.
81, 83, 85, 87 COURT ST., BROOKLYN, N. Y. ONE BLOCK FROM CITY HALL. OPEN EVENINGS.

NO MONEY DOWN.

WE TRUST EVERYBODY And We Sell Everything for Housefurnishing.

Long Island Furniture Co.,
44, 46 & 48 Myrtle Ave., Corner of Pearl St., Bklyn.

What Is Needed.

Fall Overcoats, correct in style, color and length. Men's, Youths', Boys' & Children's Garments at extremely low figures. Everything our own make.

BALDWIN THE CLOTHIER
380 and 382 Fulton St. Brooklyn.

Sanozol

MORE THAN HALF THE CHARM OF A PRETTY FACE is a healthy complexion, free from disfiguring pimples, blackheads and humors. Sanozol Lotion and Soap will cure all such affections. No use of medicines. No need of drugs. Simply plenty of fresh water, Sanozol Soap and Lotion. No grease, or salve, or creams. SUFFERERS FROM ECZEMA or other eruptive skin diseases will find in Sanozol Lotion and Soap a quick and complete cure without stomach-digesting medicines. SANZOLO TREATMENT is external and therefore far superior to any other skin disease remedy on the market. THE DAILY USE OF SANZOLO SOAP WILL GIVE TO YOUR FACE AND HANDS A SKIN AS NEAR PERFECT AS NATURE CAN MAKE IT. You do not have to wait months for results. IT WORKS LIKE MAGIC. If you are troubled with sweaty feet—get cured—by Sanozol Soap and Lotion. TRY IT and be convinced. Lotion, \$2.00 a full pint bottle; Soap 25c per cake or jar. Trial size Lotion 25c. At all Drugists. For free medical advice, address SANZOLO LABORATORIES, 177 ST. MARK'S AVE., BROOKLYN.

STRAIGHT or CURVED FRONTS
with long slope and dips, is the important question about Corsets. Some wear one kind and some another. We can supply the kind and make a perfect fitting garment. Why not try ours?
TO ORDER AT \$5.00 UP. READY MADE \$1.25 UP.
CALIFORNIA CORSET CO.,
446 and 448 Fulton St., Brooklyn, N. Y. Elevator, 10 Hoyt St.

Falling Hair, Itching Scalp, Dandruff Cured. Examination Free. **Dr. JOHN AUGUST,** Specialist. 100 Fulton St., opp. Flatbush Ave., 547a. Drug and Department Stores have it.

BROOKLYN ADVERTISEMENTS.

ABRAHAM AND STRAUS

BROOKLYN.
Store Closes Daily at 6 P. M.

The Most Extraordinary Sales In the History of Retail Merchandising.

Monday will be a memorable day in Brooklyn's Great Store. All through the store amazing economies will be offered. The Eagle to-day devotes a colored section to the announcements. It is not only the first section of its kind ever printed in a Brooklyn paper, but it is the first colored section ever printed anywhere exclusively devoted to the advertisement of one house. The occasion will be an extraordinary one in every way. Below but a hint of the values is given. For full particulars see the colored section in to-day's Eagle.
Doors will open at 8 A. M. and close at 6 P. M.

Extraordinary Values in Tailored Wear Women's Suits, Skirts and Rain Coats.

The Tailored Wear Store has always led the city in value giving. When, therefore, an occasion of this kind calls for extra effort, the result is inclined to be decidedly out of the common. Everything that goes forth from this store must be becoming, must wear well, must be absolutely up-to-date, and satisfactory to the last degree. Each garment has a mission to perform. It must tell all who see it of the DISTINCTIVE quality of all the Abraham and Straus tailor-made garments.

And now for the feast of values for to-morrow.
Costumes of Crepe de Chine—Lined with Taffeta Silk—\$17.50.
Exquisite gowns that can rarely be purchased for less than \$30.00. The style is right up-to-date—waist is full shirred front, trimmed with heavy lace, skirt is the new full shape, with shirring at waist and with taffeta silk drop petticoat; regular \$30.00 value; sizes 34 to 40. \$24.75 to \$34.75 Tailored Suits, \$10.75. 100 right up-to-date, really no reason for the cut in price except this occasion, although they are the ones and twos of stock, but this certainly adds to their value as it assures exclusiveness. We cannot get any more like them, as makers cannot get materials for months or more. Cheviots, broadcloths, mixed tweeds. Coats in great variety of styles, some lined throughout with taffeta, others lined to shoulder. Skirts 7 and 9 gore, mostly high knit effects and walking length, sizes 32 to 42 in the collection.
Pedestrian Skirts, fine quality moulton, 13 gore, killed bottom, plaited gored, black or navy blue, at \$22.25
Rain Coats of fine Priestley "Cravenette," one of the most sensational values of the season, Oxford gray, tan and olive, collarless model, full skirt, fitted plaited back, full sleeve with turn cuffs, regular \$12.50 value and a jaunty garment, at \$8.98
Second floor, front, Central Building.

A Budget of Big Values, The Gist of Monday's Sales.

- \$1.50 Eyeglasses and Spectacles, 27c.
- \$5.00 all wool Blankets, at \$3.79 a pair.
- 39c. highly mercerized Madras, 19c. a yard.
- 3,000 pounds of Writing Paper at 5c. a pound.
- Not more than 2 boxes to a customer. No mail or telephone orders and none sent C. O. D.
- Women's kid and suede Gloves, 49c. a pair.
- Women's \$2.50 new Fall Boots, \$1.75.
- Women's \$1.00 Hand Bags, 58c.
- Men's and women's \$2.00 and \$2.50 pure silk Umbrellas, 89c. Not more than one to a customer. None sent C. O. D. and no mail or telephone orders filled.
- \$2.05 Bed Spreads, \$1.85 each.
- Young men's \$12.50 to \$16.50 Suits, at \$7.50.
- Men's \$1.50, \$2.00, \$2.50 and 3.00 "Star" Shirts, 85c.
- Men's \$3.50 Fall and Winter Shoes, \$1.95 a pair.
- 50c. Hat Pins and Brooches, 24c. None sent C. O. D.
- Men's \$15.00 to \$20.00 "Cravenette" Rain Coats, \$10.00.
- \$4.00 and \$6.00 Persian Lawn Waists, \$2.98 and \$3.98.
- Women's 25c. Stockings, at 15c.
- Record prices on excellent Rugs.
- Boys' \$4.00 and \$5.00 two-piece Suits, \$2.50.
- 98c. Venetian Cloth, 69c. a yard.
- Over 5,000 yards of black Silks at record prices.
- Costumes of crepe de chine, lined with taffeta silk, \$17.50.
- \$3.00 plaid brilliantine Waists, \$1.49.

Boys' Clothing--Unheard of Values.

- \$4.00 and \$5.00 Two-Piece Suits, \$2.50.
- Sturdy and handsome Suits for boys of 8 to 16 years. Made of woven chevots, in serviceable brown and gray mixtures and overplaid. Coats are smartly cut in double-breasted or Norfolk style, durably lined and put together in a way that insures good and lasting service.
- \$5.00 Sailor Blouse Suits, \$3.75.
- Sailor Blouse Suits of all wool serge, in navy and brown shades. Two distinct styles; one with braid down front, finished with Eton collar, the other with sailor collar, trimmed with flat silk braid. Good style for boys of 5 to 10 years and full \$5.00 value, at \$3.75.
- \$1.00 Knee Trousers, 49c.
- All wool cassimeres and chevots, in dark colorings and stylish patterns; made in best possible way; strongly sewn and all seams tanned, which makes this small price possible; sizes 3 to 16 years.
- Second floor, rear, East Building.

Fine Furs in the Price Flurry.

Ermines are in the lead for the season and fur lined Coats will also be in great demand. Here are a few startling values in both. The fact that this Fur store is famed throughout the city and country for the quality of Furs sold adds to the satisfaction given.
Real Ermine.
Long throw Scarfs, 62 inches, trimmed with real ermine tails, value \$60.00, at \$37.50
Flat cushion Muffs, value \$35.00, at \$24.00
Long American Fox Scarfs, two full skins, trimmed with brushes and raws, value \$20.00, at \$12.50
FUR LINED COATS. 42 inches long, in black and colors, white, flame, light brown, green, lined with imported squirrel skins, trimmed with Persian lamb, shawl collar, value \$40.00, at \$24.74
Persian Lamb jackets, new model, bright glossy skins (flax), lined with brocade silk, value \$150.00, at \$95.00
Second floor, front, Central Building.

Priscilla Hams, 12c. a Pound.

Tender, delicate, sweet, appetizing—the meat of little pigs. Hams in the highest perfection of curing—the Hams that are famous for a hundred miles around Brooklyn. The best Western packing house supplies the order for 5,000, and each Ham is selected, worthy to bear the name of Priscilla—the choice of the season's packing.
Mind, too many, tough shoulders are nicely trimmed now adays and sold under enticing names. It is the quality of this Ham that tempts—it is the delicious flavor, tender juiciness of it that makes each Ham sold sell so many more. And the price-to-day is unusual. No mail or telephone orders received.
Third floor, West Building.

Men's "Star" Shirts, 85c.

\$1.50, \$2, \$2.50 and \$3 Values.
If any man needs Shirts, let him get them now—the price is simply next to giving them away.
Stiff bosom, with attached cuffs, colored and white.
Soft bosom, with detached cuffs, colored and white.
Soft bosom, attached and detached cuffs, white and fancy.
Plaited bosoms, made coat style.
All are made of the finest percales and madras. They are samples, and samples always are the best. The sizes 15 and 15½ only.
Men's \$1.00 Shirts, 49c.
Fine printed madras Shirts, in both stiff and plaited bosoms. They are all white grounds, with neat designs in figures and stripes; all desirable colorings. They are made right in every particular, the plaits are matched, particularly correct shape neckbands, 10c. sleeves and one pair detached cuffs. 49c.
Mats floor, front, East Building.

The Muslin Underwear Store

Brings Unprecedented Prices.
Famous as this White Store has been in the past for the record breaking little prices, now this sale surpasses all previous efforts and chimes harmoniously with the other marvelous values quoted on these two pages.
Gowns.
Cambrie Gowns, high and V neck, yoke of hemstitched tucking and embroidery insertions, lawn hemstitched ruffle on neck and sleeves. 60c.
Masonville muslin and cambrie Gowns, Empire, prettily trimmed with embroidery insertions and tucking; others in long cloth finish, high neck, round yoke of embroidery insertions. 70c.
A variety of pretty models, in cambrie and long cloth finish Gowns, high and V neck, prettily trimmed with embroidery and tucking, insertions and ruffles. 80c.
Cambrie Gowns, square and V neck, trimmed prettily with insertions and ruffles of fine embroidery. \$1.18
Others more elaborately trimmed. \$1.30 and \$1.48
Walking Skirts.
Cambrie Skirts, with full lawn hemstitched tucked ruffles, trimmed with Maltese lace and embroidery ruffle, also dust ruffle. 50c.
Cambrie Skirts, with full lawn ruffle, trimmed with insertions of Torlon lace and clusters of hemstitched tucking, others with full ruffle of fine embroidery. 65c.
Cambrie Skirts, lawn hemstitched tucked ruffle, with deep flounce of fine embroidery, others trimmed with lace. \$1.30
Cambrie Skirts, hemstitched tucked flounce, with two full ruffles of fine embroidery. \$1.90
Drawers.
Muslin Drawers, full cambrie hemstitched ruffle, cluster of tucks above. 20c.
Cambrie Drawers, full lawn ruffle, finished with two clusters of hemstitched tucks. 30c.
Cambrie Drawers, trimmed with full ruffle of fine embroidery, cluster of tucks above. 60c.
Corset Covers.
Round Neck Corset Covers, trimmed with lawn hemstitched ruffle. 15c.
A variety of pretty models in Corset Covers, neck, trimmed with embroidery, round neck with lace insertions. 25c.
Round neck Corset Covers, prettily trimmed with lace insertions and finished with ribbon. 40c.
Second floor, East Building.

A Perfect Revel in Ribbons.

Infinitesimal Prices.
Yes, even as little as 2c. a yard.
At 2c. 2 inch wide Taffeta Ribbons, brilliant lustre, a t thing for children's hair wear, all desirable colors. Worth 5c. yd.
At 6c. 1 1/2 inch wide Taffeta Ribbons, bright, lustrous finish, all the desired colors. Worth 8c.
At 10c. 3 inches wide black metallic Taffeta Ribbons, lustrous finish, made by one of the best makers, whose specialty is black; very desirable for hair bows. Worth 10c. a yard.
At 14c. 4 inches wide colored Taffeta Ribbons, soft weave, full of lustre; this width and weave very much in demand. Colors are white, cream, pink, blue and cardinal. Worth 18c. a yard.
At 25c. 6 inches wide Taffeta Alexandre Ribbons, soft weave, high lustrous finish, used largely for knotted sashes and all kinds of crush effects. In black, white and all the desired colors. Worth 35c. a yard.
Mats Floor, center, East Building.

BROOKLYN ADVERTISEMENTS. FREDERICK LOESER & CO. BROOKLYN ADVERTISEMENTS.

Frederick Loeser & Co.

In every detail the Leading Retail Establishment of Brooklyn.

\$5 to \$12 Silk Umbrellas, \$2.98. A Sale That Has Had No Counterpart.

Umbrellas with beautiful handles have been sold before at ridiculously little prices—we have sold thousands of them in past seasons. But this event is unique and unprecedented in the fact that not only are the handles beautiful, but the silk is of qualities used only in the highest grades of Umbrellas. We believe that Umbrellas as fine in both covering and handles have never before cost so little. Sizes for men and women.
The foremost umbrella makers in the world—a concern producing three million Umbrellas a year—have decided that it is economy to weave their own silks. That put their supplier out of the umbrella silk business, and the makers bought his stock on hand for a fraction of the usual price. We are called in, and out of a surplus stock of sample handles we chose the most beautiful. The makers finished the Umbrellas in their best manner and sold us the entire lot.
2,425 Silk Umbrellas : : And Every One a Bargain.
These are Umbrellas that will stand the severest test of comparison. Better silks cannot be found. It would cost \$7.50 simply to have an Umbrella recovered with the quality of silk that is on many of them. The handles are rich and beautiful also, and in almost inconceivable variety. There is ivory, with gold or silver trimmings or carved; burk horn and cape horns in various designs; silver and gold in many styles; tortoise shell; all the natural woods, with sterling or rolled gold plate mountings; jewelled handles; gun metal, plain or with sterling silver deposits; pearls, mounted with gold or silver, and so on indefinitely. Many of the handles alone are worth more than \$5, but it is the quality of the silks on which we wish to lay most emphasis. Sizes for men and women—26 inch for women, 27 and 28 inch for men; ready to-morrow at \$2.98
Main Floor, Centre.

Black and White Ostrich Plumes.

Two things are the measure of an Ostrich Plume—quality and length. And, measured by those points, the sale we start to-morrow offers values that we believe have never been equaled in this vicinage.
The Plumes were made for us by the foremost specialist in Ostrich Plumes in America. They are thick and glossy. The curl and shaping are perfect. The blacks show an absolute jetty black. And the prices speak for themselves:
12 inch, \$1.25. 16 inch, \$2.69.
14 inch, \$1.95. 18 inch, \$3.39.
20 inch, \$3.98.
Quill Ends, if desired, without extra charge.

400 Dining Chairs for Less Than Cost to Make.

These Chairs were planned as a part of the elaborate fitting of one of the most expensively furnished restaurants in the city. A change in the plans made them inharmonious with the rest of the decorations and so we have them for selling to-morrow at less than actual cost to make—the most remarkable value in dining chairs we have ever known. There are two styles.
With Leather Seat, \$3.75 Value at \$2.15.
With Cane Seat, \$2.75 Value at \$1.45.
They are all made of birch and finished in three different colors, natural, medium and dark. Those in the natural color have cane seats. All others have leather seats. The design of these Chairs is rich and fine. The whole four hundred should go in a day.
Fourth Floor.

Great Values—Briefly Told About.

- New Carpets Under Mill Prices.
- Men's \$1 and \$1.50 Shirts—55c.
- Hosiery and Underwear—About Half.
- \$1.50 Rubber Door Mats—85c.
- Boys' \$1 Suits—\$2.98.
- 10c. to 98c. Embroideries—5c. to 25c.
- 39c. Scotch Wool Flannels—10c.
- Women's \$3 Shoes—\$1.98.
- 19c. to \$3.75 Laces—10c. to 60c.
- Silkoline Comfortables at 69c.
- White Bed Spreads at 50c.
- Outing Flannel at 5c. a Yard.
- Go-Carts at Half Price.
- \$2 Opera Bags at \$1.
- \$1.50 to \$2 Corsets—98c.
- \$1.50 Silk Belts at 98c.
- 79c. Leather Bags—40c.
- Women's \$2.50 Sweaters—\$1.50.

New Dress Goods : Great Economies.

- 75c. Zibeline Mixtures, 49c.
- \$1 Imported Suitings, 59c.
- \$1 Black Granite Cloth, 59c.

Women's Coats and Tailored Suits, \$25 for \$30 to \$95 Values.

No question about the beauty and correctness of these garments. Each style is authoritative—a reproduction or modification of the newest and best of the Paris models. And not even the expensive custom tailor can show finer workmanship.
Of course there is but a single piece of a kind—and there is naturally some advantage in first choice. Come early.
40 Suits—\$35 to \$95 Value at \$25.
Made of choice materials, mostly imported broadcloths, chevots, fancy worsteds and mannish mixtures in brown, navy, green and black. Coats are the new blouse effects, short and three-quarter length, trimmed with braid, fancy combinations and some severely plain. Skirts are the newest in gored and plaited effects, all in walking lengths. Perhaps most of the Suits are about \$50 value. None sent C. O. D.
32 Coats—\$30 to \$65 Value at \$25.
Coats, broadcloths and zibelines, beautifully tailored, some trimmed with braid, others severe in effect. Some are tight fitting, but many are made with semi-fitting backs and box fronts and a number of the broadcloths and zibelines, which are very light and yet warmly interlined, are especially suitable for elderly women's wear. The average value is about \$42. None sent C. O. D.

Very Important Waist News.

- Silk : : Flannel : : Cotton : : Unequaled Values.**
- \$1.50 Flannel Waists, 98c.
- Wool flannel Waists in black, navy, green and brown, tucked front, edged with black.
- \$1.75 Alexander Waists, 98c.
- White Alexander cloth Waists of the well known Knickerbocker make, tucked front, very exceptional value.
- \$3 and \$4 Vesting Waists, \$2.25 and \$2.98.
- White Vesting Waists of the Knickerbocker make, tucked and plaited front, large white pearl buttons.
- \$5.50 Silk Waists, \$3.98.
- A splendid lot of taffeta and peau de cygne silk Waists, some with entire front tucked, tailor made, in black, navy, light gray, champagne, light blue and white; also pretty taffeta tailored tucks each side, small buttons, fancy stock and silk bow.
- Choice plaid Waists of grenadine cloth, made with full front with silk tie; also at this price, French flannel Waists, in black and colors, a splendid model.
- \$4 Velvet Waists, \$2.98.
- In black, brown, hunter's green and navy, made with wide plait, 5
- tailored tucks each side, small buttons, fancy stock and silk bow.
- Choice silk Waists, of soft finished taffetas, in black, white, brown and navy, shirred yoke and top of sleeve also shirred; one style is made with tucked front and back, tailor made.
- \$6.98 Lace Waists, \$4.98.
- White and cream Lace Waists, all over yoke effects with medallions of lace; also white net Waists, silk lined throughout; one model is trimmed with Irish Point embroidery, has full sleeves and buttons in the back.
- Second Floor.

Lace Curtains, Portieres, Bed Sets.

- American Arabian Lace Curtains.**
- \$4.50 pair, regular values to \$6
- \$5.75 pair, regular values to \$8.50
- \$8.95 pair, regular values to \$15
- White Irish Point Lace Curtains.**
- \$3.45 pair instead of \$5 and \$5.50
- \$4.65 pair instead of \$6.75 and \$7.50
- \$5.95 pair instead of \$8.50 and \$9.50
- \$6.98 pair instead of \$10 and \$11
- \$8.75 pair instead of \$12 and \$13.50
- Real Arabian Lace Curtains.**
- \$4.95 pair instead of \$6.75 and \$7.50
- \$7.75 pair instead of \$12.50
- \$14.50 pair instead of \$21.50 and \$23.50
- \$18.75 pair instead of \$27.50
- White Nottingham Lace Curtains.**
- \$1.65 pair, regular values to \$2.50
- \$2.35 pair, regular values to \$3.00
- \$2.95 pair, regular values to \$4.50
- \$15 and \$17.50 Bed Sets, \$8.95.
- Ten choice styles of fine Renaissance Bed Sets, in both white and Arabian colors, with extra large centre and corner pieces.
- \$5 and \$5.75 Couch Covers, \$3.95.
- 125 extra wide couch covers, in rich Oriental tapestry styles.
- \$6.75 to \$9.50 Portieres, \$4.75 and \$5.95 Pair.
- Two special lots, including figured armure, with wide velour and tapestry borders and fine quality solid color mercerized, with either silk cord or fringe, in all the rich red, olive, Nile and rose shadings.
- Third Floor, front.