

Fulton Street
Bond Street

Frederick Loeser & Co.
BROOKLYN - NEW YORK

Livingston St.
Elm Place

A Furniture Sale Announcement Extraordinary

WE SHALL COMMENCE TOMORROW the most important Sale of Furniture ever held at this season of the year.

Only the February and August Sales may be compared with it. Never before has the beginning of a season seen a full stock of NEW Furniture offered at large concessions from the fair and usual prices.

Loeser's is regularly one of the very large purchasers of the product of the foremost Furniture factories. Today those factories are humming with business. They are working at full speed to fill orders that unmistakable American prosperity has brought. They are full of optimism and their prices are stiff and steady.

There was a time, not long ago, however, when these factories were not so busy as now and when large cash orders looked so good to them as to be worth considerable price concessions.

That was our time to buy Furniture—for your advantage and for ours. Large contracts were placed then—confined to the best makers and to the newest, choicest patterns of those makers.

Now the Furniture is here and that is why, at the beginning of the season, for the first time in America we are able to announce

Full Stock of New Furniture For Bed Room Dining Room Living Room Fifth to Half Under Usual Prices

The showing of Furniture which will be ready here on Saturday has never been excelled. The large variety presents the choicest of new designs, the finest of woods, the most skillful workmanship.

It is such Furniture as has brought fame to American craftsmanship and earned for American Furniture making an esteem second to none in the world.

You will find here the Furniture to delight your taste and to serve your needs—whether you are buying for a new home or just doing a bit of refurbishing.

The sale is so COMPREHENSIVE that whatever you want, you may count on

Saving Not Less Than a Fifth—In Some Cases as Much as Half

Tomorrow will be the opening day and the Sale will be continued for some time thereafter. It is well to remember, however, that these values can NOT be duplicated; that the makers would not take any orders except at much advanced prices and that it may be a long time before such a chance comes again.

Bedroom Furniture

\$9 to \$145 Dressers at \$6.75 to \$95
\$6 to \$115 Chiffoniers, \$3.95 to \$75
\$13.50 to \$88 Dressing Tables, \$9 to \$58
\$20 to \$33 Princess Dressers, \$15 to \$24.75
\$23 to \$115 Bedsteads, \$17.50 to \$75

Many of the pieces above prices, although separately listed, are in matching designs, and it is therefore possible to make up complete Suites.

\$23 Dressers, Chiffoniers & Princess Dressers, \$17.50

In golden oak, mahogany, tans mahogany, maple, walnut and ivory enamel.

\$25 Colonial Dressers at \$18.75

Mahogany, maple, walnut and ivory enamel.

\$43 Dressers at \$28

Birdseye maple, 23x48-inch, with large mirror.

\$52 Dressers at \$34

Circassian walnut, 23x48-inch base, with large mirror.

White Enamel Iron Bedsteads

Thoroughly well made and heavily finished with pure white enamel, not easily cracked or chipped.

Single, three-quarter and full sizes.
\$7, reg. \$8.75 | \$10.25, reg. \$12.75
\$8, reg. \$10 | \$11.25, reg. \$14

Brass Bedsteads

Bright and satin finishes, single, three-quarter and full size:

\$11.50, reg. \$14.50 | \$28.50, reg. \$36
\$15.50, reg. \$19.50 | \$36, reg. \$48
\$20, reg. \$25 | \$48.50, reg. \$61

Brass Bungalow Bedsteads

Bright and satin finishes; 3 feet and 3½ feet wide.

\$7.50, reg. \$9.50 | \$11, reg. \$13.75

Brass Cribs

Satin finish; 2½x4½.

\$9.50, reg. \$12 | \$20, reg. \$25

135 Brass Bedsteads at One-Third Less

There are many styles in round tubing, square tubing and combinations of round and square. Most of them are satin finish and full size. A very unusual offering.

\$8 to \$38 Grades for \$4.85 to \$24.75

Dining Room Furniture

\$18 to \$100 Buffets, \$14.50 to \$65

\$12.75 to \$87.50 China Closets, \$10.25 to \$58

\$10 to \$150 Dining Room Tables, \$7.85 to \$100

\$35 Chiffoniers at \$17.50

In oak, maple, birch and tans mahogany, finely made and finished. We have only 100 of these Chiffoniers and will certainly be unable to secure more to sell for this price when this quantity is exhausted. 36½ inches wide, with large mirror.

Three-Piece Library and Living Room Suites at Savings of 20% and More

One of the finest collections we have ever shown in point of size, character of the pieces and variety of finishes and woods. It includes a great deal of fine mahogany, many attractive and moderately priced mahogany finish Suites and others in various popular woods. Coverings of tapestry and velour.

Additional : : Our Annual Sale of the Luxurious Karpen Leather Upholstered Chairs and Davenport

Karpen leather upholstered Furniture is the quintessence of comfort. When you sink into the softness of a Karpen Arm Chair, a sense of perfect peacefulness comes over you—and there is temptation not to get up soon again.

Karpen Furniture has long been specialized by the Loeser Store and once a year we have the privilege of offering a large variety of this Furniture at specially reduced prices.

\$36 to \$125 Easy Chairs and Rockers at \$28.75 to \$100
\$77 to \$150 Sofas and Davenports at \$61 to \$120

Third, fourth and fifth floors.

ONLY BRONX STORE
D. BAUMANN & Co.
149th STREET & 3rd AVENUE
Easy Payments—Make Your Own Terms
ALL GOODS MARKED IN PLAIN FIGURES



Five-Piece Parlor Suite, consisting of Settee, 2 large arm chairs and 2 side chairs; mahogany finished frames; upholstered in verona. Reduced to **\$35.98**

OPEN EVERY EVENING

3 Rooms Completely Furnished.	4 Rooms Completely Furnished.	5 Rooms Completely Furnished.
\$47.50	\$77.50	\$122.50

ENTRANCE NEXT DOOR TO POST OFFICE ON 149th ST.
149th ST., COR. 3rd AVE.

BROOKLYN
The Largest Millinery Store in America
WILCOX'S
MYRTLE AVE. AND BRIDGE ST.

Saturday Specials
\$1.48 Silk Velvet Hats at 49c
Large assortment of shapes, in medium and small sizes, of excellent quality silk velvet, at less than half the regular price.

Extra Special for Saturday Only
\$5.00 Ostrich Trimmed Hats at \$2.98
Fine quality silk velvet hats, in turbans and large dress shapes, trimmed with ostrich bands and silver novelties or with two large ostrich plumes. Hats like these would cost you \$5.00 and up in other stores.

Open Monday, Thursday and Saturday Evenings

Decker & Son	375	148
Tway	250	148
Needham	250	148
Wegman	250	148
Gabler	350	148
Anderson	350	148
King	350	148
Haines Bros.	350	148
Wheelock	375	150
New England	300	153
Anderson	350	154
New England	350	154
George Steek	350	157
Albrecht	300	158
Pease	375	158
Weaver Bros.	300	158
George Steek	350	158
Weaver Bros.	400	158
Kranich & Bach	450	163
Chickering	450	163
Newby Evans	165	165
Smith & Barnes	325	168

THE NEW YORK WORLD SETS THE PACE!
The World Sells 100,000 Copies More in New York City Each Weekday Than Any Other Morning Newspaper.

SUNDAY WORLD'S "TO LET" ADS.
Simplify Home-seeking by saving time, temper and tramping.

THE PIANO HOUSE OF BROOKLYN

Frederick Loeser & Co.
BROOKLYN - NEW YORK



Frederick Loeser & Co.
BROOKLYN - NEW YORK

October Piano Sale Great Annual Underprice Offer of Guaranteed Pianos and Player-pianos

TOMORROW BEGINS the most notable Sale of Pianos ever held at Loeser's. It is our Annual October Sale. It is greater in size than ever before. It brings record low prices on instruments of the highest fame. It provides opportunity such as New York has never before seen to choose just the right Piano or Player-Piano for your home.

Among them you will find at least one instrument of almost every good American make.

Some are new and others slightly used, but every instrument (except square Pianos and one or two others) will be sold subject to our guarantee that it is in first-class playing condition.

Loeser Rebuilt and Guaranteed

Every Used Piano and Used Player-Piano has been gone over in the Loeser shops—tuned—adjusted—polished—worn parts replaced. This overhauling puts the Piano in as good condition musically as when it was new. It is fit for anyone to play upon. It will give years of service. In addition, it is worth remembering that all here offered are

Used Pianos From Homes

They have been thought of with pride by some family. They have been reasonably well cared for. Not one of them is from an auction room, although the prices in many cases are quite as low as the cheapest UNREPAIRED auction Pianos are sold.

Savings Up to \$600

In this sale it is possible to buy a guaranteed Used Piano at a saving of as much as \$600 over the price when new. Scores may be had at savings of \$100, \$150, \$200 and \$250. Some of the very finest (used, perhaps, but a few months) are to be had at \$50 to \$75 less than their new cost.

These prices—as the list below shows—apply on the most famous Pianos of America. And almost every make of any real prominence is represented, so great is the variety.

Pianos \$35 Up—Players \$225 Up

A Used Piano with years of conscientious service still locked in its brightly repolished old case may be had for so little as \$75. A Player-Piano of considerably more recent manufacture is \$225. Dozens of good Pianos are only \$100, \$150 and \$200—about half the prices one would have to pay for new instruments and EVERY ONE IS FULLY GUARANTEED BY LOESER'S.

New Pianos—Doubly Guaranteed—Less

The sale includes also a number of new Pianos and Players of the six famous makes sold regularly at Loeser's. These are instruments used here as floor samples and therefore case worn or factory discontinued styles. They are much under the usual moderate prices and they represent the greatest values to be had in these Pianos at any time.

All are doubly guaranteed (by the maker and by Loeser's) to give absolute satisfaction.

Your Own Terms—In Reason

A notable feature of the sale is the fact that the average family of average means can come here, choose the Piano or Player-piano best suited to its tastes and BUY IT ON TERMS THAT IMPOSE NO UNDUE BURDEN.

We want to sell these Pianos and Players NOW. We do not care to store them, and we have no room for them on our own floors. In order that they may go quickly the prices have been made very low. And you may make your own terms—in reason.

Uprights

Originally	Now	Originally	Now	Originally	Now
Liegot (as is)	\$150	\$35	Ernest	\$250	\$168
Boger & Sohn (as is)	100	50	Bradbury	375	168
Mason (as is)	150	50	Vose & Son	375	168
Stuttgart (as is)	150	50	Williams	500	168
Iblsin (as is)	450	68	Fischer	400	168
Bradbury	550	75	Weaver Bros.	500	168
Schumann	800	85	Bradbury	550	168
Mayer	250	89	Chickering	450	172
Thompson	300	95	Stuyvesant	375	172
Wagner	250	98	Anderson	425	173
Marshall & Wendell	385	98	Chickering	450	173
Reinhardt	350	98	Gordon & Son	425	178
Riddle	385	98	Stirling	425	178
Mathushek	300	98	Gordon & Son	425	178
Weaver Bros.	300	98	Kurtzman	585	178
Mathushek	375	98	Vose	400	178
Mathushek	350	108	Wheelock	350	178
Mendelssohn	450	115	Held	350	178
Chickering	300	118	Kroeger	300	178
Campbell	225	118	Harrington	350	178
Shoninger	300	118	Chickering	350	178
Vose & Son	425	125	Gabler	375	182
Ivers & Pond	575	125	Heller	300	182
Sterling	575	125	Gordon & Son	108	183
Pease	575	125	Sterling	425	183
Gilbert	250	128	Gordon & Son	425	183
Thompson	300	128	Kranich & Bach	450	185
Bradbury	350	128	Knabe	300	185
James & Holmstrom	375	128	Russell	425	185
Weaver Bros.	300	128	Chickering	450	195
Mathushek	375	128	Behning	400	195
Stuyvesant	375	128	Steinway	480	195
Duvrier	300	132	Newton	250	198
Kring	300	133	Pease	325	198
Ouvrier	350	133	Starr	425	198
Keller	300	133	Gordon & Son	425	208
Marshall & Wendell	300	136	Warren	250	210
Jacob Bros.	325	138	Pease	375	215
Starr	350	138	Gordon & Son	250	215
Reese Waters	375	138	Warren	275	215
Schuman & Son	300	138	Kranich & Bach	500	217
Gilbert	300	138	Ivers & Pond	450	217
Gabler	350	138	Russell	425	218
Bradbury	450	138	Kranich & Bach	450	225
Decker Bros.	450	138	Kranich & Bach	450	225
Shaw	350	138	Gordon & Son	250	225
New England	300	138	Haines	350	225
Albrecht	300	138	Tremaine	375	225
Wing & Son	300	138	Thayer	300	225
Hallet & Davis	350	143	Kranich & Bach	500	228
Kring	350	143	Gordon & Son	250	230
Wheeler	300	145	Thayer	375	235
Heller	300	145	Tremaine	375	235
Shoninger	375	148	Weber	500	238
Jacob Bros.	350	148	Kranich & Bach	450	238
Decker & Son	375	148	Gabler	275	245
Tway	250	148			
Needham	250	148			
Wegman	250	148			
Gabler	350	148			
Anderson	350	148			
King	350	148			
Haines Bros.	350	148			
Wheelock	375	150			
New England	300	153			
Anderson	350	154			
New England	350	154			
George Steek	350	157			
Albrecht	300	158			
Pease	375	158			
Weaver Bros.	300	158			
George Steek	350	158			
Weaver Bros.	400	158			
Kranich & Bach	450	163			
Chickering	450	163			
Newby Evans	165	165			
Smith & Barnes	325	168			

Player-pianos

Originally	Now	Originally	Now		
Aolian	\$600	\$225	Kranich & Bach	700	675
Oscar Reiman	500	250	Kranich & Bach	850	685
Stuyvesant	600	275	Kranich & Bach	875	675
Oscar Reiman	500	295	Kranich & Bach	725	695
Oscar Reiman	500	315	Kranich & Bach	850	725
Reiman	500	315	Kranich & Bach	775	728
Tremaine	450	315	Kranich & Bach	850	750
Tremaine	300	325	Kranich & Bach	800	765
Needham	395	325	Kranich & Bach	850	800
Heller	600	325			
Tremaine	450	325			
Tremaine	450	335			
Heller	550	335			
Tremaine	450	335			
Tremaine	450	335			
Heller	500	345			
Heller	600	350			
Angelus	650	350			
Sterling	725	350</			