

BROOKLYN ADVERTISEMENTS

Fulton Street  
Broad Street  
**Frederick Loeser & Co., Inc.**  
Livingston St.  
Elm Place  
BROOKLYN-NEW YORK

## Greatest of Spring Fashion Sales

Reductions From Our Stocks a Third or More

500 Tailored Suits, Were \$39.75 to \$135,  
At \$25, \$28.75, \$35, \$39.75, \$45, \$58, \$78.50

Our own stock of high grade man tailored Suits, including some high class reproductions of imported models and special Loeser styles. In some styles but one or two, but in the lot are all sizes. All wonderful values.

**Tailor Made \$25 Suits at \$17.50**  
Men's wear serge, also stripes and checks. Some are trimmed with braid and buttons; others strictly tailored. Very smart collars and belts and the tailored skirts also with belts and pockets.

**\$30 Jersey Sports Suits at \$19.75**  
Three attractive models, of fine wool jersey, in all the much wanted colors. None C. O. D., none on approval.

**\$25 Silk Coats, Special Sale, \$16.75**  
A special purchase of 150 Coats, chiefly of taffeta; some of satin and of silk poplin included. Four good models, new shiny collars; some with over-collars of pongee or faille silk. One, two and three piece belts; large patch and slipper pockets. None C. O. D. or on approval.

**Satin Coats, Marabou Trimmed, Special, \$25**  
Coats of Duchesse satin, square collar and side border of marabou, long belt with button ornaments. None C. O. D. or on approval.

**125 Handsome Dresses, Values to \$40 at \$25**  
Included in this special lot are Dresses of foulard, crepe de chine, taffeta and Georgette crepe; some in combinations of two materials; some entirely of one. Various trimmed with embroidery, beads, color contrasts, etc. Many very smart styles.

**75 Tailored \$25 Serge Dresses at \$15.75**  
Dresses of navy serges, 130 hand tailored and including eight different styles, plaited and tunic models, with hand embroidery and braiding, some with silk or satin collars. All sizes.

**New Summer Tub Suits, \$15.75, \$16.75, \$18.75, \$19.75**  
Made of fine linens and gabardines, in lavender, blue, pink, tans and white; belted coats with pockets, notched and roll collars with white over-collars of pique. Special values. Sizes for women and misses.

**Tailored Tub Frocks \$3.95, \$4.95, \$5.95, \$6.95, \$7.50, \$9.95**  
Smart morning Frocks and others for afternoon wear, made of fine ginghams, voiles and crash linens. Those of gingham are in checks, broken plaids and stripes. Voile Dresses in checks and floral designs. Tunic and long line models with wide girdles, pockets, pique or organdie collars, cuffs and vests. Sizes 34 to 44.

**Black Seed Voile Dresses, \$5.95**  
Very smart little Frocks of black seed voile, a superior quality, panel front, surplice waist, trimming of lace-gimp insertion. Striking value at this low price. Women's sizes to 46.

**White Tub Skirts, New Ideas \$3, \$3.95, \$4.50, \$5, \$5.50, \$6.75, \$7.50 Up**  
Included are white gabardines, linens, basket weaves, piques, etc.; some of them embroidered; most of them button down the fronts or sides; some with washable buttons. Patch and novelty pockets and belts.

**Still a Chance to Get the Fine Men's Spring Suits at \$17.50**

LAST OF A CLEARANCE which, as a whole, showed a remarkably high average of value—in which every Suit was one of higher value and each was worth buying for dollars more.

Worth anywhere from \$8.75 to \$12.50, a cleaning-out of our whole Raincoat stocks that will net a hundred men a rare bargain. Quality Coats, well cut and tailored; mostly smart military collar styles and most of double texture—with no rubber showing on either side. The favored browns, grays, tans and blacks—\$5 for Coats worth nearly double that or more.

**\$5 Apiece for About 100 Raincoats**  
Worth anywhere from \$8.75 to \$12.50, a cleaning-out of our whole Raincoat stocks that will net a hundred men a rare bargain. Quality Coats, well cut and tailored; mostly smart military collar styles and most of double texture—with no rubber showing on either side. The favored browns, grays, tans and blacks—\$5 for Coats worth nearly double that or more.

**\$40.75 to \$54 Alaska Refrigerators, \$35 to \$47**

NO FINER REFRIGERATORS CAN BE HAD for the full money than these. Each has a provision chamber lining of one piece, solid seamless porcelain extending its entire length, which is practically indestructible and may be easily kept spotlessly clean. Each is a value at the price, and at this time that should insure quick disposal to those who know the quality, economy, handsome appearance and model construction of "Alaska," the best Refrigerator built.

**\$40.75 Alaska Refrigerator, \$35**  
Apartment house style; 25 3/4 inches wide, 20 inches deep, 54 inches high; ice capacity, 95 pounds.

**\$46.50 Alaska Refrigerator, \$39.75**  
Apartment house style; 28 1/2 inches wide, 20 3/4 inches deep, 58 inches high; ice capacity, 130 pounds.

**\$54 Alaska Refrigerator, \$47**  
Apartment house style; 32 inches wide, 21 1/2 inches deep, 61 inches high; ice capacity, 170 pounds.

## YOUR PIANO

Arrange NOW for Its Overhauling Or Exchange for a Player or Grand

A FINE PIANO will "live" and retain its beauty of tone years longer if it is thoroughly overhauled at least once a year.

We can do it for you conveniently while you are away and not using your Piano during the summer.

We will regulate, repair, refinish—even rebuild Pianos in our workshops, guarantee the work and charge you very little for workmanship that actually adds years to the life of your Piano and at least a hundred dollars to its value.

**You Will Save Money Two Ways If You Have Thought of Exchanging Your Piano and Attend to It NOW**

We will give you more for it in allowance, because we can have it put in condition for our October sale at less cost during the summer, and you may also save money on the instrument for which you exchange it, for prices are very likely to advance before the fall.

Any instrument you select will be held for you until fall and delivered on your return without charge for storage.

**Eight Fine Makes Now to Select from At Loeser's: The Piano House of Brooklyn**

constituting a complete and hereabouts unequalled choice of instruments which have proved their right to leadership in their class. No better values may be found at their prices today.

**The Superb and Unsurpassed Kranich & Bach Estey: Hazelton: Milton**

**Bjor Bros. Webster Gordon & Son**

**and the Famous Bradbury Piano**

**Player-pianos, \$435 Up: Grand Pianos, \$495 Up**

**ON YOUR TERMS—IN REASON**

Fourth Floor.

## Retaliation Upon the Baby-Hating Landlord

### Higher Taxes, Water Rates and Rigid Enforcement of Regulations Hang Over Their Heads

By H. K. Moderwell

WHEN Mytyl and Tytyl went to the Land of Unborn Children in search of the Blue Bird they noticed that all the future babies looked worried. Why? The modern flat dweller knows they were worried over what the landlord would say when they arrived.

In all the cities of America there is a feud between the landlord and the baby. And in all the cities but one the landlord is usually the winner. Babies are not wanted in modern flats. The owners of the real estate often say in cold print and still more often so by their actions in telling families with children to go elsewhere. Philanthropists and child lovers have cried out against this injustice. But it has generally been fruitless, for the law has seemed to stand squarely on the side of the man who owned the property.

But one city official, James F. Gannon, jr., Commissioner of Revenue and Finance in Jersey City, has been noting about in the crochets of the law and has discovered a way of assuring to the baby its happy home. He has already opened fire on the baby-shy landlords of the city and dared them to put another infant out on the streets. Moreover, he offers his plan free of charge to all other cities, with the assurance that they can similarly make use of it to protect America's next generation.

Commissioner Gannon admits that the landlord is within his technical rights in choosing whomever he likes for his tenants. But the city has technical rights, too. And he says to the landlord:

"Very well, if you insist on the letter of the law the city will do the same. If you insist on discriminating against families with children the city will raise your tax assessment to the limit. If you try to come back we will fight the case out before the bar of public opinion. And you will lose. For Jersey City is on the side of the babies, and don't you forget it!"

### Tired Mothers Beg for Aid

Jersey City is. Commissioner Gannon is showered with commendatory letters. The story of his campaign has been the newspaper feature of the week across the Hudson. Each day tired, earnest mothers file into his office begging for his aid, and he hears each one patiently and sympathetically, and with a glint in his eye that means trouble for one more heartless owner of property.

The legal aspect of the case is simple enough. The city has the power to tax and to appraise property for taxation. It is an unwritten law in all municipalities that a comfortable margin should be left between the assessed valuation of property for taxation purposes and the amount it might be expected to bring in the open market. A plot of land might fetch \$10,000 in a sale, but to be generously on the safe side the city will usually call it \$7,000, or even less. In other words, there is a margin of discretion left to the city in taxation matters. And this margin, Commissioner Gannon has decreed, shall be utilized for humanitarian purposes.

If the landlord will abide by the ordinary generous and reasonable custom, well and good; the city will do the same. But if he rigidly insists on everything he can legally get, very well again; the city will do the same.

This is not all. In Jersey City the Department of Public Improvements can insist on the installation of water meters at its discretion, and this means the payment of additional water taxes. The Health Bureau can require many improvements in the physical condition of property, such as new sidewalks. And these departments, in the city across the river, are going to give their attention first to those landlords who call attention to themselves by their unsympathetic treatment of their baby tenants.

To turn a baby from an apartment when his parent is ready to sign the lease and pay the deposit is becoming an act of public consequence in Jersey City. The officials appreciate that the city's recent war boom has given an undue advantage to a grasping landlord. Dwellings have recently taken on a scarcity value there, and the landlord or his agent is in a position to pick and choose his tenants and to raise the rents almost at will, unless some restraining power is invoked. It is not a private affair between landlord and tenant, the officials insist, if Jersey City, after clamoring for men for her industries, refuses to provide homes for their children. Babies are of prime value to the city and the nation, and their welfare must be protected. The "landlord profiteer" must be restrained.

### 110 Complaints Against Landlords

The other day Commissioner Gannon let it be known that he held this view of the matter. A few days later he went to the meeting of the City Commissioners armed with a hundred and ten complaints from renters charging either what amounted to eviction be-



JAMES F. GANNON, JR.  
Jersey City's pro-baby Commissioner of Revenue and Finance

cause of children in the family or exorbitant increase of rents. All these complaints were investigated, and nearly all were found to be justified.

The Commissioners placed the whole legal machinery of the city at the service of these persons. Sometimes their leases were found to be good, and the landlords were told to abide. In other cases the landlord had the technical rights in the matter, whereupon Commissioner Gannon asserted the technical rights of the city.

It is just as simple as that. In the case of "landlord profiteers" who raise the rents the theory is from every possible angle of attack absolutely hole-proof, for the value of any property is based on the income it yields. In the case of the merely baby-shy landlord, who does not complicate his offense by raising the rent, the method is equally legal and equally efficacious. If the landlord wants to fight it, he will bump his head against the letter of the law and against public opinion at the same time. That isn't pleasant.

"Could your method be worked in another city?" Commissioner Gannon was asked, "supposing that city had a Mayor who cared anything about the people? In New York, for instance?"

"Certainly," was the prompt answer.

## TALES OF THE V. C.

### One Man and a Lewis Gun

By Lieutenant J. P. Lloyd

IT WAS the first day of the battle of Arras. The East Surreys had stormed the German first line trenches earlier in the day and had begun to consolidate the ground they had won.

The attack on the second German line was entrusted to a battalion of the Royal West Kents. But it was not immediately successful. The enemy had had time to recover from his surprise, and as the battalion emerged into the open its ranks were swept by a storm of machine-gun fire from Hengist Trench, two hundred yards in front. It was realized that in face of such a fire a direct assault was impossible, and bombing parties were told off to attack two communication trenches on either flank.

Meanwhile, the East Surreys, in their captured trenches, had not escaped scathless.

Sergeant Henry Cator saw the men of his platoon dropping all round him and determined to make an attempt to silence the enemy's machine guns himself. One of his men volunteered to accompany him, and armed with a few bombs apiece the pair scrambled over the parapet and began their journey across No Man's Land toward the German trenches. His companion fell, riddled with bullets, when only fifty yards had been covered, but Sergeant Cator went on. A little further on he picked up a Lewis gun and a few drums of ammunition. Taking these with him he held steadily on his way. During the whole of this time he was in full view of the enemy, who kept up a continuous fire upon him, but, by some miracle, he succeeded in entering Hengist Trench without being hit.

In the meantime the bombing party, which had started up Havant Lane, the communication trench on the right, had met with an obstinate resistance and were now held up by machine gun fire. But in Sergeant Cator they found a useful ally. From his position in Hengist Trench he could see exactly what was happening. Cautiously he worked his way along the trench until he was almost in the rear of the emplacement. The Germans never realized this new danger until it was too late. A Lewis gun is a very deadly weapon at close quarters and not a man of them escaped.

The bombing party pressed on up Havant Lane, while Sergeant Cator advanced down Hengist Trench to meet them. Caught between two fires, the surviving Germans had no choice but to surrender. In all, more than a hundred prisoners and five machine guns were captured and soon afterward the whole of Hengist Trench was in British hands.

BROOKLYN ADVERTISEMENTS

**ABRAHAM AND STRAUS**  
PRIVATE SUBWAY ENTRANCE  
HOYT ST. STATION  
BROOKLYN

## A Special---and Most Unusual---Sale of Black Shower-Proof Foulard \$1.49 Yd. Our Regular \$2.49 Quality

3,000 yards of this splendid quality of a Silk that is most practical and comfortable for Summer wear, at a saving of a dollar a yard.

It is of a famous make; is 40 inches wide, all perfect, and very satisfactory for both dressy and travelling wear; the latter because it sheds the dust readily. Five to 6 yards will make a dress.

Regularly in our stock at \$2.49 a yard; Monday, \$1.49.

**3,500 Yards Silk Gingham, \$1.69 Yard**  
This fashionable silk for Summer dresses is in attractive checks and plaids; 35 inches wide, cool and summery. Our regular price is \$1.98 yard; here are 3,500 yards at a special price.

**Taffeta Foulard, \$1.19 Yard, from \$1.79**  
A new shipment; pretty designs on navy blue and black; all silk; 36 in. wide.

**Crepe de Chine, 99c. Yd., from \$1.25**  
All silk, 36 in. wide, in ivory, black and dark colors; handsome, lustrous quality.

**Black Brocaded Crepe de Chine, \$1.79 Yd., from \$1.98**  
All silk, in choice patterns, 40 in. wide. Black only. Street floor, West Building.

## 2000 Georgette and Crepe de Chine Blouses, \$2.98 and \$3.98

Every Blouse in the great offering is an exceptional value. Several hundreds have been specially reduced from our own higher-priced stocks.

All are new, fresh, in the season's best styles. At \$3.98, some are handsomely bead-embroidered. At both prices dozens show motifs of fine hand-embroidery. Hundreds are in charming lacy fashions, with well-arranged fillet and fine Valenciennes. Plenty in cross-bar and straight pin-tucked effects.

Handsome groups of satin Blouses and combinations of Georgette crepe and satin. The crepe de chine are mainly in desirable tailored styles.

Flesh-pink and white predominate, although there are also Blouses in bisque, peach, French blue. All sizes represented.

Second floor, East Building.

## 100 Women's Uncommonly Good Suits of Fine Wool Jersey, \$18.75

Obtained in a fortunate special purchase and marked accordingly low.

The wool Jersey is a fine grade Summer weight. Nicely tailored into a fashionable sports model with wide girdle belt that buttons criss-cross. The back is full-skirted. Collar, cuffs and pockets are trimmed with a pleasing shade of Jersey.

The Suits may be had in this wide, desirable color assortment: Sand, Pekin blue, Joffre blue, Navy, Belgian blue, Sea Gull, Hydroplane.

Second floor, Central Building.

## 200 Women's Silk Dresses of Extraordinary Worth at \$11.75

All are decidedly good-looking Dresses that in no way betray this low price. There is a wide range of styles in tailored and semi-dressy effects. One model with a little basque bodice combines with checked taffeta. Some are embroidered in gold thread and silk; some in braid. Most of them show the fashionable, uneven tunic fashions. Street and afternoon shades. All sizes included.

Also a Very Remarkable Group of Silk Dresses at \$15.95

Crepe de chine, excellent taffetas and Dresses all of Georgette crepe. Also foulard silks. All attractive models for street and afternoon wear. All sizes. The desirable colors.

Second floor, Central Building.

## Dinner Sets at Low Prices

Despite the increasing shortage of all the ingredients that go into pottery making, and of labor, we have established very attractive prices on Dinner Sets of American porcelain, and French and Japanese china.

**American Porcelain Dinner Sets 50 Pieces**

Gold floral design..... Special \$5.50  
Floral design..... \$5.98, from \$8.98  
Border design..... \$7.98, from \$10.48  
Brown border..... \$8.98, from \$10.98

**100 Pieces**  
Pretty floral spray design..... \$13.98, from \$18.48  
Floral design..... \$15.98, from \$19.98  
Coin gold band..... \$24.75, from \$32.98  
Conventional border..... \$27.50, from \$34.75

Large rose border..... \$28.50, from \$35.00  
Wide coin gold band..... \$39.50, from \$49.50

**Japanese China Dinner Sets, \$27.50, from \$35**  
Pink rosebud design, with gold line; coin gold handles.

**Limoges China Dinner Sets, \$39.75, from \$47.50**  
Floral border design; coin gold handles; fine thin china.

Subway floor, Central Building.

## GREAT MONDAY BARGAINS IN BRIEF

"Abtbrook" Refrigerators, \$17.45. Regularly \$22.45. Subway floor, East Building.  
"Gallatin Lawn" Writing Paper, 25c lb. Street floor, East Building.  
Floor Lamps, \$10.98, from \$14.98. Third floor, Central Building.  
Cream Storm Serge, 98c yard, from \$1.29. Street floor, West Building.  
Flouncings, 75c to \$1.69 yard. Street floor, Central Building.  
69c to 98c Suitings and Skirting, 59c yard. Street floor, Central Building.  
Sun and Rain Parasols, \$2.98. Formerly \$3.49. Third floor, Central Building.  
Single Bed Size Bedspreads, slightly imperfect, \$1.98 each. Subway floor, West Building.  
Men's Cotton Socks, 17c. pair. Street floor, East Building.  
Sofa Pillows, \$1.29. Regular \$1.89 to \$2.69 grades. Third floor, Central Building.  
Printed Voiles, 23c yard. Subway floor, West Building.  
Black Surf Cloth, 69c yard, instead of 79c. Third floor, Central Building.  
Boys' Washable Suits, special at \$2.48. Second floor, West Building.  
Films Developed at 5c a roll. Street floor, Central Building.  
Cretones at 22c yard. Wholesale cost is 28c. Third floor, Central Building.  
Muslin Sheets, 1 1/2 x 2 1/2 yards, 95c each. Subway floor, West Building.  
Kings' Sewing Thread, in black or white, Nos. 40, 50, 60 and 70, at 28c dozen, from 36c. Street floor, Central Building.  
A. & S. Dentifrice Tooth Powder, 5c, from 9c. Street floor, East Building.  
Fiber Rugs, 4 1/2 x 7 1/2 ft., \$4.25, from \$5.25. Third floor, East Building.  
5-in. Moire Taffeta Ribbons at 19c. yard. Street floor, East Building.

Watch for the Very Important TUESDAY BARGAINS Which Are NOT ADVERTISED, but May Be Recognized by Special Signs Displayed in Various Departments Throughout the Store.