

Fulton Street
Bond Street

Frederick Loeser & Co. Inc.
BROOKLYN—NEW YORK
Business Hours 9 to 5:30

Livingston St.
Elm Place.

Hosiery and Underwear Sales

A SALE MEMORABLE because of the low prices and because of the high quality of the merchandise, but that will become even more notable in remembrance within a short time, when still higher prices are likely to prevail.

Men's Medium and Winter Weight Shirts and Drawers

\$2.50 Shirts and Drawers at \$1.39
Fine gauged natural gray worsted Shirts and Drawers.
\$2 Shirts and Drawers at \$1.69
Heavy winter weight natural gray merino Shirts and Drawers.
Men's Union Suits that FIT

\$2.50 Union Suits at \$1.79
Fine gauged medium weight cotton Suits.
\$2.25 Union Suits at \$1.89
Winter weight eoru cotton Suits with a soft fleecing.

Women's and Children's Underwear

Vests and Tights, 69c. and 79c. Garment
Women's Vests and Tights in various wanted shapes in medium and heavy weight fine cotton. Extraordinary values at 69c. and 79c.

Combination Suits at \$1.19 a Suit
Women's Suits in various weights, of fine cotton in all the wanted shapes, and in regular and extra sizes. Out of the usual values at \$1.19.

Children's Underwear, 59c. Garment
Children's fine quality cotton Vests and Pantalets with a soft fleecing. All sizes at the record low price of 59c. the garment.

Men's Socks at Record Low Prices

3,600 Pairs of Socks at 12½c. a Pair
Black, white and colored fine gauged cotton Socks, well reinforced.

6,600 Pairs Men's Socks at 29c. a Pair
Fine gauged superior quality cotton Socks in black, white and the good colors. Well reinforced.

Women's 39c. Stockings at 29c. Pair
Lisle and cotton Stockings in black, white and colors.

Women's Stockings, Values to 75c., at 50c.
Black, white and balbrigan full fashioned cotton Stockings; also seamless colored silk lisle.

Women's \$1.25 Silk Stockings at 69c.
Colored silk lace Stockings with mercerized tops and soles.

Women's Silk Stockings, Values to \$1.69, at \$1
Full fashioned thread silk Stockings in cordovan, suede, Russian calf and gray. Also black and colored drop stitch silk Stockings.

Children's Stockings, Values to 39c., at 29c.
Black, white and cordovan fine ribbed Stockings for girls. Black and cordovan heavy weight Stockings for boys.

Children's Stockings, Values to 50c., at 39c.
Black, white and cordovan fine and cluster rib cotton Stockings for girls. Black and cordovan heavy weight Stockings for boys.

Women's and Children's Hosiery, Main Floor, Centre.
Women's and Children's Underwear, Second Floor, Bond Street.
Men's Underwear and Hosiery, Men's Store, Main Floor, Elm Place.

Purchase Including a Thousand Blouses

All in the Newest Styles and Colors
\$5.49 : : Values \$7.50 to \$9

A THOUSAND FORTUNATE WOMEN may share in one of the best sales of Blouses in the vicinity of New York for months. It is especially notable that it concerns the Blouses in immediate demand for wear with fall suits, in the colors, designs, and the fashionable fabric, Georgette crepe.

One has side opening in slip-on effect, the front beaded and embroidered in contrasting colors.

A good style is buttoned in front and embroidered upon each side in colored silk and beads.

A third model has the popular round neck, side opening, small flat collar with hemstitched hem; front embroidered with self color beads and silk.

A particularly attractive Blouse has side opening, is embroidered with silk and jet beads, flat collar with pointed sides, turn-back cuffs, hemstitched hem.

Another side opening Blouse is embroidered with contrasting silk and jet beads, small flat, pointed collar and cuffs with hemstitched hems.

Other Models in the Purchase

include round, collarless or with flat collar, some with front yokes, some hand embroidered with silk and beads, some handsomely braided with soutache. Some slip-on models, some in slip-on effect, some open front. The colors are white, flesh and popular suit shades.

None C. O. D., none reserved for mail or telephone orders.
Second Floor

Boys' Corduroy Norfolks Special at \$10

WE HAVE some Corduroy Suits to sell at \$10—not so many, but enough to bring a good number of mothers the satisfaction of a double economy.

Corduroy itself is such a fabric for SERVICE, and these Norfolks are so well made of it that any mother would be glad to pay more than \$10 for a Suit.

A full size range to start with, from 7 to 18—but early coming is certainly essential where the quantity is not unlimited, as here!

Boys' Extra Trousers at \$3.45 Values to Double or More

Made from a fine maker's ends of high-grade suitings, in most of these Trousers, the price would not pay the cost of material, much less the cost of making.

Each is full and roomy, each is full lined, the variety of fabrics is such that almost any Fall pattern may be matched, and the size includes 8 years up to 18.

If you want double wear out of the boy's Fall suit, or to make a suit out of an odd coat, here is the chance to do BOTH—and at a usually unmatched economy!

Boys' Store, Main Floor, Elm Place

2,000 Pairs Nottingham Lace Curtains A Fourth to a Half Under Today's Values

There are seventy-five beautiful patterns, including fine Filet and Brussels styles:

98c. pair, values to \$2	\$2.95 pair, values to \$4.50
\$1.35 pair, values to \$2.25	\$3.45 pair, values to \$4.75
\$1.75 pair, values to \$2.85	\$3.75 pair, values to \$6
\$1.95 pair, values to \$3	\$4.75 pair, values to \$6.75
\$2.45 pair, values to \$3.75	

Third Floor

A Timely Sale of Fruit Jars To Make Best Use of the Canning Season

THE HARVEST TIME of the year is offering rich opportunities for lowering the cost of living and varying what appears on tables later.

Fruits are plentiful, prices are not high, and the Loeser Store also contributes its share toward forwarding the wide movement for fruit preserving by substantial reductions on Fruit Jars like these:

"Atlas" and "E-Z Seal" Jars Reduced
Fruit Jars of tough, green glass, with extra-fine quality rubber rings and wire clamp seal:
1 qt. size, \$1.19, regularly \$1.39. | ½ gal. size, \$1.39, regularly \$1.59.

"Queen" Fruit Jars Reduced

The finest Jars made, of a square shape for close packing on shelves:

Quart Size, \$1.49, Reg. \$1.98 | ½ Gal. Size, \$1.98, Reg. \$2.59

Fine Fluted Jelly Glasses Less

Heavy glass, with tin top, fluted inside to serve as molds, 55c., regularly 65c. dozen.

Basement, China Store.

Every Station on the West Side Subway Line is an Entrance to the A. & S. Private Subway Entrance for a 5c. Fare.

ABRAHAM AND STRAUS
BROOKLYN

Store
Opens
9 A. M.
Closes
5:30 P. M.

A Sale of Untrimmed Hats, \$2.98

In Black and Colored Velvets

You will find exceptional values in this Sale, where varying styles are numerous, and quality of materials is far beyond that found in much higher-priced Hats.

There are styles for women of all ages, from the smart young woman to the matron.

Materials and Modes

Velvets with a high lustre that bespeaks good quality. The shapes illustrated are but a few of those included. Among the collection are fitted brims with draped crowns; sailors in several styles; side roll, mushrooms and other fashionable styles.

Small, close-fitting Hats, suitable for the older woman in off-the-face modes; tricelines and draped turbans.

They require very little trimming, as the materials are trimmings in themselves.

MILLINERY TRIMMINGS

Direct importations from our Paris Office.

Our Paris representatives are busy finding the newest French ideas for trimmings and send us the best of the season.

Ostrich in various styles; fancy feathers, wings, birds, flowers in exquisite reproductions of the natural, as well as fanciful ideas of the real; fancy pins, ornaments, etc.

A Special Offering—Blondine Bands and "Fancies" at \$3.98

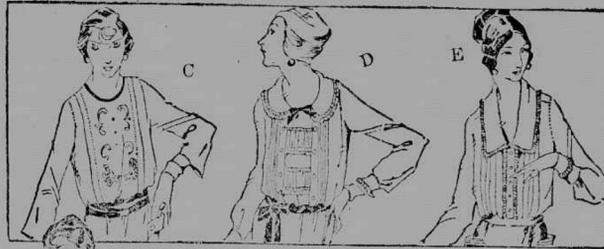
This smart feather trimming is used in bands to go round the crown in softly shaded feathers of browns, sand, henna, blue, jade, as well as black.

Street floor, East Building.



Georgette Blouses at \$4.98

Regularly \$6.98 and \$7.98



A collection of Blouses at very worth-while savings. All this season's models. Georgette of such fine quality is not often found today in Blouses at this price.

The Five Models Illustrated

A. Has a modest little vest, with a pointed collar and cuffs to match. The bodice is effectively beaded. White or flesh.

B. Lace-edgings on Georgette are always graceful and truly feminine. The cuffs are fitted and trimmed with rows of lace to match the way of the vest and collar. Flesh or white.

C. This little round-neck model tries to be severe with its wide front panel and pelican sleeves. Flesh, white or suit colors, embroidered in contrasting colors.

D. It started out to be very tailored and then decided to shirk its front panels and trim itself with lace edging. White or flesh.

E. There isn't a single frivol about this tailored waist except the prim little flutings of self-material—and they remained very formal. Flesh or white.

Two Models in Suit Shades

There are two models in the desired suit shades, one is beaded and the other is attractively embroidered. All sizes found from 34 to 46.

Second Floor, East Building.

SILKS Two Fine Offerings

40-Inch Black Dress Silk
\$1.98 Yard

At this price this fine Silk is actually below cost to manufacture. It is a famous make of fancy silk, dyed a pure, reliable black and will not show water spots, because the patterns it was originally intended to bear became blurred in the printing.

It is a very fortunate occurrence for women who wish to buy splendid silks for dresses at a very low price. 2,500 yards only.

Colored Dress Satin
\$3.25 Quality \$2.19 Yard

By taking 8,500 yards of this beautiful Satin, at a sharp concession in price, from a maker who "needed the money," we are able to make this remarkable offering of what is probably the most fashionable silk of the day.

The Satin is of high finish, firm in texture, and will give splendid wear.

In a full range of colors, including navy blue, and a fair quantity of black. 26 inches wide, and all-silk.

Street floor, West Building.

September China Sale's Last Two Days

Marked by Some of the Best Offerings of the Month

BY all odds this is the most important September China Sale we have ever held. The excellence, variety, quality and values have put the Sale far above its predecessors, in interest and in volume of business.

To wind up the Sale, during its last two days, in a blaze of glory we have specially prepared the following splendid lots for the benefit of housekeepers whose china closets still have vacant places to be filled.

100-Piece Dinner Sets
\$14.98, from \$19.98

Illustration shows the pretty floral pattern, in American porcelain. All pieces perfect, and an unusual value.

\$19.50 from \$24.98
Blue bird design on American porcelain.

\$24.50 from \$31.98
In a conventional border on fine, thin, American porcelain.

Tete-a-tete Breakfast Sets
at prices of 18 months ago

Fine, attractive, hand-painted designs on thin imported china; 23 pieces in each Set.

\$6.98, \$10.98, \$13.98, \$15.00



\$10.98



25-Piece Luncheon Sets, \$2.69

Just 250 Sets at this very low price; each piece with a gold line; an attractive service for 6 people.

52-Piece Imported China Dinner Sets, \$25.00, Regularly \$35.75

Several handsome "open stock" border designs; a dinner service for six people.
Subway Floor, Central Building.

Kitchen Ware at Very Low Prices

Casseroles, 7-inch; round or oval. 39c
Pie Plates, 8-inch; 39c; 9-inch. 49c
Mixing Bowl Sets; brown and white. 98c
Bowl Sets, 4 pcs., 89c; 5 pcs., blue band. 98c
Yellow Bowl Sets, 5 pcs., 79c; 6 pcs. \$1.89



COMING!

The Great Sale of PIANOS—PLAYERS

Next Saturday—October 4th—At Loeser's

NEXT SATURDAY will occur at Loeser's an epoch-making music event—an event to draw nation-wide attention for its size, importance, the makes it represents; an event whose wonderful savings will appeal to perhaps the widest circle of music-lovers that a Loeser Piano Sale has yet reached. It will include:

A Total of 530 Instruments
New and Used

The Cream of America's Recognized Makes

It will bring reductions of \$75 to \$600 on the original value of instruments so good as Kranich & Bachs, Estey's, Chickering's, Hazelton's, Bradburys and scores of hardly lesser makes. You will be able to buy

A GUARANTEED Used Upright as Low as \$125
A Modern 88-Note Player at \$375

In these, good playing condition is GUARANTEED; so thoroughly has each been overhauled that we can confidently give the FULL LOESER GUARANTEE. In addition, there are

Reductions on New Pianos Also
—and the
Terms Are YOURS to Make!

This means that you can buy below price, and on YOUR OWN TERMS, in reason, not only "rebuilt" instruments of fine makes, but doubly guaranteed NEW Kranich & Bachs, Hazelton's, Miltons, Websters, Bjur Bros., Gordon & Sons and Bradburys that have merely been used as floor samples, are subject to some change in case design or were purchased in advance of recent large wholesale price increases.

Many of these and of the "used" instruments are already on our floors. Will you inspect them as an indication of the remarkable QUALITY of the sale—then be ready to grasp the larger opportunities when the sale itself swings open its doors?

Piano Salons, Fourth Floor

Another Large Shipment Just Received of Those
\$1 Suede Finished Wash Fabric

Gloves, 69c

GLOVES every well dressed woman is seeking as smart wear for the between season, and as smart Gloves of their kind as have been on the market this fall.

Because a Good Maker Is Discontinuing This Line

these handsome Gloves come to us to sell at a notable discount from the regular dollar a pair, and at a price which cannot be repeated when once this purchase has been distributed.

Black, white and the smart colors, two-clasp style with backs embroidered in self and contrasting colors.

None C. O. D., none reserved for mail or telephone orders.

Main Floor, Bond Street.