



Crepe de Chine Printed Simulating Batik Over-Blouses of Elegance at \$3.95

NOT OFTEN are we so enthusiastic over low-priced blouses copying some fine thing, for not often do they reach the original standard. But these beauties have won the praise of every one who has seen them. Their colors are so rich, their quality so good that they will go quickly to those who appreciate so fine a thing at so little money. It was a rare piece of good fortune to those who dress correctly when these Over-Blouses decided to join the Loeser Stocks, but it is a misfortune that the quantity is so limited, so come early if you will share them. Sizes 36 to 46.

Muffin, Bobolink, Navy, Majolica
Printed in Gorgeous Colorings
Loeser's—Second Floor.

New Fur Coats—Fine Values

THEY are the best of their kind in the market; selected pelts that "glow" with life and color. Those that are black have the velvety plume tone; browns are rich and show nature's markings in their finest manner. The linings are of correct silks chosen for their dependability. One cannot see how these Coats could be improved upon; so you are invited to examine them critically and enjoy their beauty, buying when you have satisfied yourself that you can secure every bit of fur value that money can buy.

- Natural Muskrat Coats \$115**
Full-skirted and 40 inches long. A utility Coat of first order. Another model at \$135.
- Natural Raccoon Coats \$225**
Forty inches long; gracefully designed; dark, rich skins. Dependably lined.
- Natural Black Muskrat Coats, \$225**
Beaver collar and cuffs; wide sleeves; Canton crepe lining.
- Persian Lamb Coats At \$295**
Forty inches long; wide sleeves; skunk collar and cuffs.
- Taupe Nutria Coats At \$275**
Forty inches long; wide sleeves.
- Persian Lamb Coats At \$395**
Forty-five inches long; choice of kolinsky or skunk trimmings.
- Persian Lamb Coats \$465 to \$795**
Forty-five to 47 inches long; skunk or mink trimmed.

Hudson Seal Coats, \$295, \$365 and \$395
Northern Dyed Muskrat Seal

A superb collection as you will agree when you have given yourself the privilege of examining these Coats. Plain or trimmed; having mandarin or Bishop sleeves; 40 to 45 inches long, and cut in the most graceful long styles. One cannot think of anything more elegant looking than such a Coat.

At \$465 and \$495 : Hudson Seal Coats 45 to 47 Inches Long : One of a Kind

This offering of seal dyed Northern muskrat shows an individuality that one does not often see, even in Loeser collections. This individuality of style will appeal to the smartly dressed woman.

Women's \$6.50 Black Satin Pumps, \$4.85

NEW LOESER model of extreme smartness; demonstrating that pretty Autumn Footwear is not necessarily expensive. Made of a superior quality of black satin, in two-strap style, cut out at sides. Round toes. Wood military heels. Turn soles. All sizes to start tomorrow.

Scratch Fur-Felt Hats at \$4.95



Trimmed so delightfully in hand-embroidery, done with chenille, ribbon-zine and other novelties.
Some Have Quills
and all are soft enough to shape individually. Soft enough to put in your traveling bag when occasion demands. Quite the nicest things we have seen for some time at so low a price.

Fulton Street
Bond Street

Frederick Loeser & Co. INC.
BROOKLYN - NEW YORK

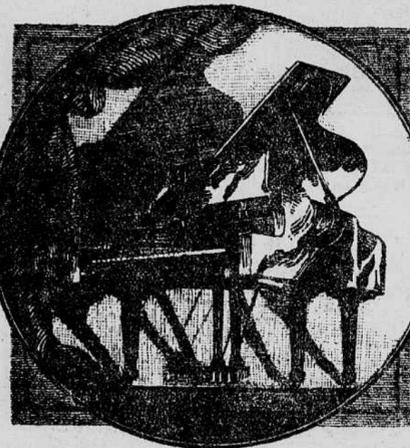
Livingston St.
Elm Place

Business Hours 9 to 5:30

An Irresistible Opportunity for You To Have Music Has Come!

America's Greatest Twice-a-Year Sale of New and Rebuilt Pianos and Players Is Now in Full Swing

TO HOMES without the happy presence of Music, how much this event will mean! The opportunity to have, not a cheap instrument of nondescript make, but a Piano or a Player-piano of reputation—of real excellence—at a price you can afford. For every Piano and Player offered, regardless of how low its price, is an instrument Loeser's stands squarely behind with a veritable overall guarantee. If it were not a good instrument, capable of producing real musical quality and insuring excellent service, it would not be here. The fact that prices are sensationally low never means at Loeser's that you stand liable to disappointment in what you buy here. There are:



- Good Upright Pianos at Less than \$100**
- And Specially Good Uprights for \$150**
- A Wonderful Group of Players at \$150**
- Many Fine Makes of Players for \$300**
- Baby Grand Pianos for as Little as \$450**

Every Piano and Player in the sale has been given a complete examination. Every needed repair has been made. Any seriously worn part has been replaced with a new one. Every bit of the work has been accomplished by experienced workmen—experts at Piano and Player rebuilding—and Loeser's is satisfied that every instrument is right before it is offered for sale. Come, see for yourself!

The Following Is But a Partial List, But a Fraction of the Pianos and Players That Are in This Sale. Note the Presence of Many of the Foremost Makes Known—Kranich & Bach, Steinway, Mason & Hamlin, Hardman, W. P. Haines & Co., Estey and Others That Have Been Too Long and Favorably Known to Admit of Any Doubt as to Their Marvelous Attractiveness at the Prices at Which They Are Offered.

Some of the instruments listed here may be sold before this news is published, but others equally as good will take their place.

Some of the Uprights

Approximate Price if Bought New Today	Sale Price	Approximate Price if Bought New Today	Sale Price	Approximate Price if Bought New Today	Sale Price
Capin \$350	\$85	Webster \$385	\$160	Bradbury \$650	\$195
Ernest Gabler 395	90	Ellington 375	165	Schiller 395	195
Howard 350	95	Spies 375	165	Sterling 450	195
Lipp 350	95	Webster 375	165	Sterling 450	195
Stadie & Son 300	95	Emerson 475	165	Voce & Sons 475	195
Walters 375	95	Fischer 500	170	Walters 375	195
Ernest Gabler 385	115	Bradbury 575	175	Walters 375	195
Matthews 345	115	Bradbury 600	175	Sterling 500	200
Peck 350	115	Pease 400	175	Sterling 475	200
Gilbert 375	125	Rogers 345	175	Walters 385	225
Midner 325	125	Singer 350	175	Hamilton 375	225
Mathushek & Sons 375	125	Goetz 350	175	Walters 385	225
Schubert 335	125	Pease 400	175	Fischer 500	235
Gibson 325	140	Sterling 400	175	Hardman 550	250
Hahn 335	145	Walters 385	175	Kroeger 500	275
Schuman 375	145	Bradbury 575	185	Kranich & Bach 700	275
Mathushek 375	145	Bradbury 575	185	Kranich & Bach 700	285
Thalberg 350	150	Heller 350	185	Chickering 700	300
Schaefer 325	160	Pease 400	185	Mason & Hamlin 900	325
Campbell 325	160	Cable 375	185	Gordon 450	395
		Sterling 400	185	Kranich & Bach 700	465

Some of the Grands

Some of these may show slight store usage

Approximate Price if Bought New Today	Sale Price
Bradbury (used) \$1,250	\$450
W. P. Haines 625	535
Milton 625	535
Knabe (used) 1,450	785
Bradbury (new) 1,250	795
Chickering (used) 1,450	795
Steinway (used) 1,600	850
Kranich & Bach 1,085	985

Some of the Players

A few of these show traces of store wear

Approximate Price if Bought New Today	Sale Price
Chopin \$395	\$295
Meldorf 395	295
Whittier (used) 575	295
Aerion 550	395
Milton 550	425
Steinway (used) 1,500	465
Gordon 595	495
W. P. Haines & Co. 700	595
Estey 700	595

New Pianos and Players in the Sale

- Special—\$298**
A well-known make of Upright Pianos. A rare buy at this price.
- Special—\$338**
A Player-piano—one of the very best among the medium-priced makes.
- Special—\$545**
A charming Baby Grand instrument we sell regularly at a much higher price.

Your Own Terms, Within Business Reason Make Your Proposition

Silk Costume Slips Special at \$6.98

COSTUME SLIPS that are very attractive and doubly useful—as a slip under silk frocks and as a skirt with overblouses. The model—pictured at the right—has a box plaited charmeuse skirt and Habutai silk top. Extraordinarily good value.



Brown, Black, Navy, Blue
Silk Petticoats, \$3.98
Satin and Changeable Taffetas

Two models that are remarkable values for this special price. The satin Petticoats have two narrow plaited ruffles and one plain ruffle, and come in two shades of brown, dark green and light blue. The changeable taffeta Petticoats have a plaited foot ruffle with Van Dyke ruffle above. A variety of changeable colors.

750 Pairs of Those Famous Reversible Velour Portieres, \$16.98

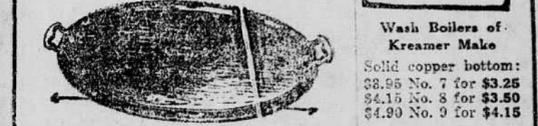
Of 50-inch Velvet Velour; 30 Color Combinations
OCTOBER SALES for home furnishers at Loeser's bring no more important details than this news of the arrival of a new lot of those Reversible Velour Portieres for \$16.98 pair.
Made to our special order, these Portieres are fashioned from FIFTY-INCH VELOUR, all with open French edges, in a range of 30 color combinations, some both sides alike; others with contrasting color sides, blue, brown, mulberry, rose, gold, green, dark blue, golden brown, red, etc.

Thousands of Pairs of Imported Lace Curtains Purchased on the Old Tariff Schedule Also Present Interesting Values

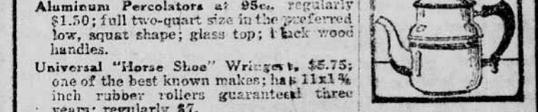
- Imported Irish Point Curtains**
Five thousand pairs in white and ivory, wide bordered and dainty narrow edge styles in the \$4.85 Curtains:
\$3.45 pair. Regularly \$4.50 and \$7.
\$4.85 pair. Regularly \$6 and \$7.
- Marquiesette and Scrim Curtains**
Twelve hundred and fifty pairs with lace edge and plain hemstitched styles:
79c. pair. Regularly \$1 and \$1.15.
\$1.19 pair. Regularly \$1.35 and \$1.50.
- Filet Nottingham Curtains**
In the attractive square mesh filet styles:
\$1.45 pair. Regularly \$2 and \$2.25.
\$1.95 pair. Regularly \$2.50 and \$2.75.
- Lacet Arabian Curtains**
With wide imported lacet Arabian edges:
\$3.98 pair. Regularly \$6.75 to \$8.
\$7.75 pair. Regularly \$9 and \$10.
- Imported Irish Point and Duchesse Lace Curtains**
Thirty-five designs, wide bordered and dainty, fine nets with narrow borders:
\$7.45 pair. Regularly \$9 and \$10.
\$9.50 pair. Regularly \$11 and \$12.
\$10.75 pair. Regularly \$13 and \$14.
- Filet and Brussels Nottingham Curtains**
Fifty designs in white and ecru:
\$2.75 pair. Regularly \$3.50 and \$4.
\$3.95 pair. Regularly \$4.50 and \$6.
\$4.50 pair. Regularly \$5.50 and \$6.
- Filet Marquiesette, Voile and Scrim Curtains**
Twenty-five hundred pairs in white, cream and ecru:
\$1.75 pair. Regularly \$2.25 and \$2.50.
\$2.50 pair. Regularly \$3 and \$3.75.
\$4.95 pair. Regularly \$6 and \$7.50.
- Ruffled Marquiesette Curtains With Tie Backs at 98c Pair**
Excellent quality Curtains which we sell regularly at \$1.35.

In Housewares Specials: Serving Trays, 14 x 24 inches of Solid Mahogany at \$5

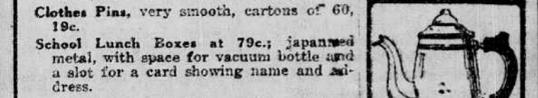
ALL bear the reliable name of Manning-Bowman, so you will know that they are made and finished in fine style. They are of massive construction and at \$5 are extraordinary.



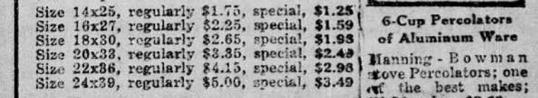
Wash Boilers of Kreamer Make
Solid copper bottom:
\$8.95 No. 7 for \$3.25
\$4.15 No. 8 for \$3.50
\$4.90 No. 9 for \$4.15



These Percolators Nickel-Plated
Percolators with glass top, ebonized wood handle; high style; \$4 value, at \$2.98.



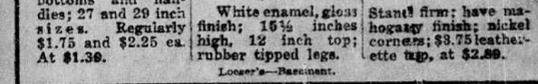
School Lunch Boxes at 79c; japanned metal, with space for vacuum bottle and a slot for a card showing name and address.



Cocca Door Mats—Special
Good, sound, brushy Mats at extra special low prices:
Size 14x25, regularly \$1.75, special, \$1.25
Size 16x27, regularly \$2.25, special, \$1.59
Size 18x30, regularly \$2.65, special, \$1.98
Size 20x33, regularly \$3.35, special, \$2.49
Size 22x36, regularly \$4.15, special, \$2.98
Size 24x39, regularly \$5.00, special, \$3.49



6-Cup Percolators of Aluminum Ware
Manning-Bowman 6-cup Percolators; one of the best makes; \$3.50 value, \$2.69.



White Stools for the Bathroom at \$1.65
White enamel, glass finish; 16 1/2 inches high, 12 inch top; rubber tipped legs.
Clothes Baskets of Belgian Willow
Made with strong bottoms and handles; 27 and 29 inch sizes. Regularly \$1.75 and \$2.25 ea. At \$1.39.Crad Tables With Folding Legs
Stand firm; have mahogany finish; nickel corners; \$3.75 leatherette top, at \$2.89.Loeser's—Basement.