

MAN'S COATS FOR SPRING

THE MOST POPULAR OVERCOAT HIGH IN PRICE.

Hugh, Lusk and Loese—Braid on Some Dress Overcoats and on Sack Coats. With Which Suit Hats Are Worn in London—Variety in Chesterfields.

The most modish spring overcoat is a rough cloth coat cut very full in back, falling to a point a few inches below the knee and with applied pockets and no lining. The collar and lapels are of the same material.

The coat buttons on now as to show the inside coat and the roll collar turns far back to increase the informal look of the garment. It is adapted to every use of the summer season except extremely formal wear, but as there will be little or no formal dress after a while, that is a small drawback to the usefulness of the garment.

Every man who goes to buy one spring overcoat would like to get this style. It comes in various colors, tans, grays, dark and light, a gray and green, cambray, in herringbone stripes and in checks of dark and light shades of brown and gray and in a warm reddish brown. The one trace of formality in the making of this coat is a fly to cover the buttons down the front.

These coats made in the imported worsteds cost in the best of the shops \$20. When made to order they cost as much as \$25 more. Yet they may be bought in London at from \$15 to \$20. Why they should cost twice as much here is not clear.

There are other coats which are just as new, although the element of extreme smartness is missing. One of them is a loose coat similar to the coat described, but with less fullness in the back and a piping of velvet around the sleeves and a velvet collar to match the prevailing shade of the cloth. There is even a piping of velvet about the breast pocket and the flaps on the side pockets. The most popular shades for this coat are gray and brown.

Then there is a so-called box Chesterfield that falls loosely from the shoulders to the usual length below the knee. There is no lining except over the shoulders, and the pockets are patched with strapped seams. The breast pocket is also applied in this way and the bottoms of all the pockets are rounded.

The buttons are not protected by a fly, but show through on the front of the coat and are made of bone. The collar is of velvet to match the goods and the sleeves have cuffs of the cloth edged with velvet. It is not easy to see just what purpose this rough Chesterfield can serve.

It is not so good for sporting wear as the loose coat, which is just the reverse of any occasion that might demand it.

Much more useful if one wants a light-weight coat that may also be made to resist the rain, is the Chesterfield made of tweeds and finished with turnback flaps of the same material and a velvet collar. They are the appropriate for less occasions in spite of the rough finish used in them and their shades.

They fit well into the figure, but without exaggeration of the waist line, reach several inches below the knee and are made with only the usual breast pocket and the two side pockets, which are covered by the flap of the same material. There is sometimes a turnback cuff of the same material, but in many cases that addition is considered too frivolous for the regular Chesterfield.

Of course there is no garment better suited to dress wear at this season of the year than the rough black cashmere and silk with the waist line reaching to the knees. The rough black cashmere is still preferred for these coats, although there are some who prefer the spring smooth black goods with almost invisible checks, stripes and all over patterns. They have not the smartness of the rough material, which is local, but when it is contrasted with the silk that covers the lapels.

These Chesterfields which are made especially for the few dress occasions of the spring season are cut longer than the ordinary coats of spring and fall well below the knee. They are cut into the figure in the case of slight men, as that has become in the present range of dress garments one means of indicating that a garment is intended for formal wear. There never was a time, however, when the vague of these coats was as great as it is this spring.

There is one advantage for the stout man in the loose coat. It conceals curves. One of the notably well dressed men of this city was walking up Fifth avenue the other day, wearing what was obviously a new Chesterfield, made for dress wear. The tailor had done one or two features of his job too well.

He had cut the coat too close in the back. Its lines closely followed the curve of the shoulders, the hips and the drop in the back. The result of this relentless pursuit of the natural line was the exposure of the fact that this middle aged man was getting fat. Nothing so empty retards the increase of weight as these too close fitting garments. Luckily there is usually little chance of that this spring either in the sack coats or the overcoats.

The braided overcoat is also here, although there seems little popularity for it in comparison with the demand for braiding on other garments. The braided coats are necessarily intended for dress wear and are therefore in smooth black materials or in grays that have very little color.

The braided coats with the revers covered with silk make a very formal overcoat, but the style is unsuited to any but the most ceremonious occasions. It suits well the evening dress of early spring, but men who buy garments specially for this kind of wear are much better suited with a long, loose coat that has just been put on the market.

It touches the figure at few points and falls directly from the shoulders, although without the flaring looseness of some of the more informal coats. It is lined throughout with satin which covers the revers. There is no attempt to make of this a paddock coat with the separate flaps in the center. There is a separate turnback cuff in some instances, although as a rule, the three buttons that can really be fastened and unfastened are considered enough finish for the coat.

Some of the less conservative tailors have been known to add silk cuffs, the silk being the same as that used in the revers, to finish the sleeves, but that seems like a case of gliding refined gold. The braided black coat has of course general usefulness than this special garment, which, attractive as it is, can be used only for evening dress.

Braid has made its impression already on the spring styles in a new form. Here is the testimony of a professional tailor on that subject.

FROM SHEEPSKINS TO AUTOS

RUSSIAN MENNONITES IN THEIR KANSAS HOME.

Transformation of Refugees in a Single Generation—What the Did I—The Younger Men Taking American Ways—Odd Russian Customs Linger.

LA CROSSE, Kan., April 21.—The West has no better example of what changes can be brought about in a generation than the Russian Mennonites.

Thirty years ago the first settlers came to Kansas wearing sheepskin coats and Russian caps and boots. They huddled on the station platforms and could speak no English. They were afraid of the customs of America and acted as if "learning to be jailed on the slightest pretext."

The other day ten touring cars were drawn up in a country road and every car was owned and driven by a Russian, all sons of the men and women who wore sheepskins a third of a century ago.

"During December and January," said a hardware dealer in the little town of Otis, in the midst of the Russian settlement, "we sold fifty automobiles, nearly all to farmers. They paid cash for them too and are getting a good deal of pleasure out of their new playthings."

Wheat did it. In the early days the Mennonites skipped and saved, always living on less than they earned, small though the income was. They had few wants and their farms were well tilled. They lived and many of them yet live in colonies, the towns being the dwelling places and the farms being managed at a distance.

When the average Western farmer failed to produce wheat the settler found fault with the climate and soil. The Russian bought his place and went on putting in wheat, ploughing a little deeper and harvesting a little oftener.

Then when the good crop years began he had wheat everywhere, and in summer it was vast wheat fields where the Russian farmers have their homes. They have built fences with stone posts and barbed wire and the landscape looks like a vast garden.

Not much use have they for banks. The bankers have learned to have the money ready when the wheat is sold. They heap up piles of silver dollars and the Russians have pockets in their trousers that are made especially for the purpose of holding them. The pockets are deep and broad and it is not unusual for a peck of silver to be carried to the farm by the owner. Much of this is buried until there is sufficient for another farm purchase.

The payment is made in cash. They bought land when it was worth \$4 an acre; now it is worth from \$40 to \$50 an acre and to get that they have money in bank and homes that are comfortable, according to their way of thinking.

The towns are built around a church. The church at Munjon and the one at Catherinestadt cost from \$20,000 to \$40,000 each. Other great stone structures are the dwellings of priests and the schools for parish educational work.

The priest rules the municipality and the county; for the voters of the Russian denomination are in the majority in at least two counties. In the late spring there is a march to the open lands and the blessing of the fields takes place. Other customs that seem strange in this land are followed. The priest is greeted with bared head by all when seen on the street. He wears his robes all the week. It is an odd sight to see the whiskered farmers and the priests riding in up to date motor cars.

A curious likeness marks the dwellings of the little towns. The houses which a few years ago were mere cabins have grown into something like cottages but of the plainest and squarest shape. The windows are covered with heavy curtains or blinds and the back door is used more than the front.

The streets are full of children—sturdy, red cheeked youngsters they are too. The visitor is an object of curiosity. If your camera is pointed in their direction they hide and their mothers with shawls over their heads are not much braver about it.

FREDERICK LOESER & CO. BROOKLYN ADVERTISEMENTS.

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Frederick Loeser & Co.

In every detail the Leading Retail Establishment of Brooklyn.

Women's High Grade Wraps and Suits.

We Announce the Season's Greatest Sale.

LOESER SERVICE IN WOMEN'S OUTER APPAREL has won deservedly wide favor. Stocks are maintained in superb completeness. Styles present the most attractive and authoritative novelties. Workmanship is carefully thorough and good. Prices are splendidly fair.

And some of our chief suppliers, some of the most artistic producers of women's wear in the world, send first to Loeser's when special groups are to be promptly distributed. From one of these comes for tomorrow

\$50 to \$100 New Tailored Suits at \$35 Each.

Forty-four of these Suits of serges in various colorings, of pongee silks and of other good effects. One and two piece models, many of them reproductions of foreign models. Some were made for sample Suits. Others have just been completed—too late to fill orders.

\$45 to \$125 Coats at \$35 Each.

Forty-seven of these Coats from the same maker as the Suits. There are his direct importations from the Parisian makers, Cheruit, Poret, Bernard and Maurice Mayer. Others are his own production and include tussors in all colorings, satins of varying lengths and some mixtures. Hardly any duplicates.

\$25 Suits at \$14.98.

The maker had enough smart worsteds and fancy novelty cloths to make three or four Suits of a pattern. We suggested one of the best models of the season, and the Suits will be here tomorrow at close to half price. The coat is 40 inches long, single breasted and with semi-fitting back. Cutaway front, notched collar and full length sleeves, silk lining. Gored skirt with slit seam front and inverted plait back.

The high favor of long serge Coats will make a special welcome for these that are 54 inches long and of graceful length. They have rolling collar and turnback cuffs of satin, and are trimmed also with folds in contrasting colors and with jet and brass buttons.

Second Floor, Front. None C. O. D. or Approval.

A Waist Sale that Caps the Climax.

\$7.50 to \$15 Lingerie Waists, \$4.98.

WAS THERE EVER ANOTHER STORE that offered such values in Waists as have come week after week at Loeser's? See the crowds through all this broad section tomorrow and you will ask another question: "Was there ever another Waist Store that did the great business done by Loeser's?"

The two conditions go together naturally. And tomorrow we add another milestone on this upward road of values in these thousands of new, fresh, desirable Waists at prices in many instances hardly enough to pay for the unworked fabrics in them.

THE HAND EMBROIDERED LINGERIE WAISTS AT \$4.98, for instance. They include "Geisha" Waists of sheer batiste, with fine hand embroidery in white, old rose, blue and other beautiful colorings.

There are Waists with the fronts hand embroidered in Paris, though the Waists were finished in New York. There are sizes from 34 to 44, and values from \$7.50 to \$15. All at \$4.98.

\$3 to \$6 Hand Embroidered "Geisha" and "Faultless" Waists, \$1.98 and \$2.98.

Five hundred assorted lingerie Waists of the "Geisha" and "Faultless" make, with hand embroidered yokes, mostly in white, in the \$2.98 lot are some very handsome colored and white Waists, prettily embroidered. All have long sleeves. Also pretty cross-stitch Waists with hand embroidery and Dutch collars, finished with hand embroidery.

Second Floor.

Hundreds of Single Pairs Lace Curtains

Are Cut to One-Third Former Prices.

ONCE IN A WHILE there have been offerings of odd pairs of Curtains at a third off, or even at half price. But nowhere outside the Loeser Store, we believe, were Lace Curtains ever sold at 33 1/3 CENTS ON THE DOLLAR.

It is a radical stock clearance following the most active spring selling we have ever known. The Curtains are in single pairs, but they are very fine, and there is a great variety of them. Prices run this way:

\$2.50 to \$25 White Irish Point Curtains at \$1.17 to \$8.33.

\$2 to \$5.98 White Nottingham Curtains at \$1.00 to \$2.99.

\$4 to \$80 Brussels Lace Curtains at \$1.33 to \$26.

\$2.50 to \$25.50 Renaissance Lace Curtains at \$1.33 to \$9.50.

\$3.50 to \$25 Arabian Lace Curtains at \$1.17 to \$8.33.

\$4.50 and \$5 White Irish Point Curtains at \$2.99.

\$6.75 and \$7.50 White Irish Point Curtains at \$4.95.

\$1.75 and \$2 White Nottingham Curtains at \$1.00.

\$2.25 and \$2.50 White Nottingham Curtains at \$1.49.

\$3 to \$5.75 White Nottingham Curtains at \$1.98.

\$1 and \$1.15 Dotted and Figured Ruffled Muslin Curtains at \$1.00.

15c. Colored Cross Stripe Curtains at 40c.

Third Floor, Front.

50c. and \$1 Leather Belts, 25c.

THE MOST ASTONISHING BELT VALUE offered this season. They are surplus lots, odd numbers and miscellaneous pieces from one of the leading belt makers.

The assortment includes elastic and leather combined and tailored or crushed leather Belts, in straight, circular and wide styles, some also studded. There is a wide range of colors; regular 50c. to \$1 value, tomorrow... 25c. each.

Main Floor. None Sent C. O. D.

15c to 29c Embroideries at 5c to 10c a Yd.

THESE PIECES HAVE BEEN SHOWN as samples and as a result are slightly soiled, but that will not lessen their usefulness to the woman who has underwear to make. They are of nainsook and wide variety of styles.

15c. to 49c. Ribbon Beading at 10c. a Yard. Gallons and Insertions are also included at this price. A splendid assortment of patterns, suitable for waists and underwear trimmings.

49c. to \$2.98 All-over Embroideries at 25c. to 99c. These are in a broad variety of patterns on nainsook and Swiss, all new and pretty.

49c. to \$1.49 Embroideries at 29c. 39c. 49c. to 69c. 69c. to \$1.98 Flouncings at 29c. 39c. 49c. to 69c. Main Floor.

It Now Happens That Women Can Buy \$4 and \$5 Shoes for \$2.65.

WE ARE READJUSTING STOCKS, making room for the new summer low Shoes, and where size ranges or lines have become broken we have made the price on these Shoes, which formerly sold at four and five dollars, \$2.65.

There is a variety of models. Patent leather in lace and button styles. Dull calf in button and lace styles, and various black checks on the grounds. Just enough for one day's sale.

All are Loeser Shoes—enough guarantee of good materials and splendid workmanship.

Second Floor, Rear.

Men's \$1 New Negligee Shirts, 69c

A DOUBLE OFFERING TOMORROW—Shirts from the maker of the very best Shirts that are sold anywhere at \$1 each; Shirts of a quality that rarely get into a sale at less than regular price.

One hundred are sample Shirts in sizes 15 and 15 1/2. They are plated and plain negligee style, mostly with cuffs attached. Only in the two sizes.

Others are a cancelled order in sizes 14 1/2 to 17. These are just completed—fact, if they had been finished earlier they would have gone to fill a contract already brought full price. Light ground madras in neat stripes and figures; made of fine cottons and cuffs attached, as well as some fine white plaited shirts, finished with wristbands.

All dollar value. All at one price, 69c.

Main Floor, Elm Place. None Sent C. O. D.

7,000 Yards of Fast Color Woven Chambrays at 5c. a Yard.

PLAIN CHAMBRAYS, CLOSELY WOVEN, of a nice, clean cotton yarn, 27 inches wide; in such good colors as pink, light and dark blue, orange, blood, red, tan, brown and gray. No telephone or mail orders filled, nor none sent C. O. D.

25c. Mercerized Checked Poplins at 12 1/2c.

Half price for these splendid fabrics, closely woven, highly mercerized and 27 inches wide; in pink, blue, brown and black checks on the grounds. Just enough for one day's selling. No mail or telephone orders filled, nor none sent C. O. D.

36 Inch Colored Linen Suiting at 20c. a Yard. 25c. Printed Serges at 12 1/2c. 10c. Dotted Swiss at 12 1/2c. 50c. Silk and Cotton Chiffon at 25c. Second Floor.

\$5 Cut Glass Water Bottles at \$2.50.

\$5 Mayonnaise Bowl and Plate at \$2.50.

\$4 Fruit and Nut Bowls at \$1.98.

Bonbon and Olive Dishes. 75c. reg. \$1.25 | \$1.25, reg. \$2 | \$1.98, reg. \$3 | \$2.50, reg. \$4

Fruit and Salad Bowls. \$2.50, reg. \$4 | \$4.98, reg. \$7.50 | \$7.50, reg. \$12 | \$8.98, reg. \$10 | \$9.98, reg. \$15

Nappies or Low Bowls. \$1.98, reg. \$3 | \$2.98, reg. \$5 | \$3.98, reg. \$7.50 | \$4.98, reg. \$10

Sugar and Cream Sets. \$2.98, reg. \$5 | \$4.98, reg. \$7.50 | \$6.98, reg. \$10.50 | \$8.98, reg. \$12

Celery Trays. \$2.98, reg. \$5 | \$4.98, reg. \$7.50 | \$6.98, reg. \$10 | \$8.98, reg. \$15

Basement.

BROOKLYN ADVERTISEMENTS.

BROOKLYN FURNITURE CO. CREDIT TERMS. 50% WEEKLY. \$35.00 WORTH 75% 100% 150% 200% 250% 300% 350% 400% 450% 500% MONTHLY PAYMENTS IF DESIRED. EASY TO BUY. EASY TO PAY. EVERYTHING FOR HOUSEKEEPING. FULTON ST. DEKALB N.Y.

When I say that I regret the arrival of the braided sack coat, this experienced creator of fashion said, "I am perfectly frank. A sack coat is meant for informal wear. To put braid about it indicates an effort to make it something it was never intended to be."

\*Already in London men are wearing

BROOKLYN ADVERTISEMENTS.

Men's \$20 to \$25 Suits, \$15. Youths' \$12.50 to \$15 Suits, \$10.

TWO SPECIAL OFFERINGS in the STORE FOR MEN, specially desirable on account of their style and quality, as well as because of their very low prices.

We do everything possible to keep prices down, but ordinarily we cannot sell Suits as good as these for \$10 and \$15. At tomorrow's prices they involve some sacrifice—in part because every pattern does not show a full range of sizes.

We can fit every man between 34 and 44 chest measure in something good, however, and in the youths' Suits are sizes from 16 to 19 years.

Main Floor, Elm Place.

\$2.50 and \$3 Umbrellas, \$1.49.

A Sale to Make a Stir.

COVERS OF FINE TAPE edge union silk taffeta, made over the best paragon frames, with steel rods, silk cases and tassels. The handles of the women's Umbrellas consist of choice imported natural woods, mission and mourning effects, in various styles, sterling and gun metal caps; full length sterling and gold with pearl and full length etched sterling handles. Many handles in the lot are worth more than the price for the Umbrella complete. The men's handles consist of imported natural woods—plain and sterling trimmed, Maltese ebonyes and French horns, hook and crook styles, with sterling bands.

Main Floor. None Sent C. O. D.

\$5 Cut Glass Water Bottles at \$2.50.

\$5 Mayonnaise Bowl and Plate at \$2.50.

\$4 Fruit and Nut Bowls at \$1.98.

Bonbon and Olive Dishes. 75c. reg. \$1.25 | \$1.25, reg. \$2 | \$1.98, reg. \$3 | \$2.50, reg. \$4

Fruit and Salad Bowls. \$2.50, reg. \$4 | \$4.98, reg. \$7.50 | \$7.50, reg. \$12 | \$8.98, reg. \$10 | \$9.98, reg. \$15

Nappies or Low Bowls. \$1.98, reg. \$3 | \$2.98, reg. \$5 | \$3.98, reg. \$7.50 | \$4.98, reg. \$10

Sugar and Cream Sets. \$2.98, reg. \$5 | \$4.98, reg. \$7.50 | \$6.98, reg. \$10.50 | \$8.98, reg. \$12

Celery Trays. \$2.98, reg. \$5 | \$4.98, reg. \$7.50 | \$6.98, reg. \$10 | \$8.98, reg. \$15

Basement.