

### Women's Two-Clasp Suede Fabric Gloves, 59c

GOOD for daily wear, smart style and serviceable. Of extra quality suede fabric, in white, black and the wanted colors, with self spear point and embroidered backs.

A value you will not easily duplicate.

Loeser's—Main Floor.

Fulton Street  
Bond Street

# Frederick Loeser & Co. INC.

Livingston St.  
Elm. Place

BROOKLYN - NEW YORK

Business Hours 9 to 5:30

### 49c. Sateens at 29c

36 Inches Wide

GOOD quality Sateen for coat and suit linings, petticoats, bloomers, children's dresses and draperies, in a splendid assortment of colors. 36 inches wide. Brown, Yellow, Copenhagen Blue, Raspberry, Old Rose, Navy Blue, Gray, Pink, Green, Purple, Red, White, Black.

Loeser's—Main Floor.

## Extraordinary Sale of New Coats

### 10 Styles at \$49.50 : 6 Styles at \$69.50

An Event of Which We Feel Proud, for Paris Style is Mated to Loeser Quality, and Both Express Variety, Elegance and Luxuriousness Not Always Attained in Copies of Fine Models.

#### At \$49.50

Not Illustrated

Maryanna, Arabella, Lustrosa, Bolivia of Choice Quality.

Navy, Black, Brown, in the Lot.

#### Fur Collars or Self Collars

Some garments have fur cuffs in addition to collar, and all have fine decorative garniture, such as embroidery, folds of fabric and stitchings.

Women's and Misses' Sizes.



Economy of First Rank, as You Will Note When You Are Trying on These Fine Wraps

Not All Fabrics in Each Style

Loeser's—Second Floor.

#### At \$69.50

Illustrated

Maryanna, Lustrosa, Bolivia of Finest Grades.

Generously cut and well made.

Navy, Black, Brown, in the Lot.

#### Beaver, Squirrel

#### Taupe Dyed Fox

used as collars and cuffs. Semi-wrappy styles with many side openings. Novelty buttons. Plaits and panels used effectively. Richly lined with silk crepe.

Women's and Misses' Sizes.

### Silk Dresses, \$39.50

Ten styles, women's and misses' sizes. Not all styles in all sizes or in all fabrics.

Canton crepe, satin Canton, chiffon, velvet, chinchilla satin, crepe Romaine are the notable fashionable fabrics.

And the colors are black, navy, brown, cocoa, for conservative tones; to which is added peach, jade, flame and others.

Afternoon Dresses that range from the simplest, long, straight lines to the richly embroidered garments of formality.

Loeser's—Fifth Floor.

### Jacquette Suits, \$59.50

Some with coats of fabric furs that simulate broadtail and with Marleen skirts as illustrated. Others are all of Marleen with fur collar and cuffs as pictured.

Bloused Coat Suits are here at the same attractive price, and every Suit has been copied from high-priced model.

Fur is used luxuriously on these \$59.50 tailored Suits, thus giving them a note of elegance and formality that make them suitable for semi-formal events. You have a choice of Persian lamb, nutria, wolf, squirrel.

Navy, brown, black, are the chief colors, because that is fashion's decree, and when a contrasting fur collar is used you can readily see the attractiveness of such a Suit.

Loeser's—Second Floor.



### More Wool Jersey Tubing, \$1.49 Yard

YARDS and yards of this same good quality Wool Jersey Tubing went out of the house last week just as fast as it could be cut off. A bargain that women who know good value take full advantage of. The Wool Jersey comes in blue and brown heather mixtures and is 54 inches wide. A desirable weight for dresses.

#### Wool Jersey Tubing at \$1.75 a Yard

Plain color Wool Jersey Tubing in henna, gray, tan, reindeer, blue, red, green and black. A fine soft quality; 54 inches wide.

#### Silk Face Duvetyns, \$3.85 a Yard

Light weight Duvetyn with a rich, velvety surface, in henna, dark green, gray, French blue, reindeer, navy blue, seal brown, golden brown, tomato red, jade, fuchsia, silver gray and black. A beautiful dress fabric.

#### Winter Coatings at \$2.50 to \$15

Handsome Coatings in a large assortment of plain colors and mixtures. Bolivia, Chinchilla, Plaid Backs, Polo Cloth, Mixtures and the fashionable soft pile fabrics.

Loeser's—Second Floor.

### Black French Chantilly Flouncings

\$1.25, \$1.65 and \$2.35 Yard  
Values \$1.85 and \$3.50

THESE BLACK FLOUNCINGS will develop lovely frocks and blouses. They are extremely effective for evening and dinner wear. We closed out the importer's surplus, a very limited yardage, and that is the reason for the very special concessions. There are many handsome patterns in the assortment:

The \$1.25 Flouncings are 16 inches wide.  
The \$1.65 Flouncings are 22 inches wide.  
The \$2.35 Flouncings are 36 inches wide.

Loeser's—Lace Store, Main Floor.

### \$3.75 Canton Crepes and Canton Satins at \$2.50

Are here at this price simply because of an occasional mis-weave, which in no sense impairs the wearing qualities or blemishes the appearance; 40 inches wide. Among the colors are:

Havana, Toast, Caramel, Castor and Other Browns, Jade, Henna, Steel, Belgian Blue, Navy, Black.

\$2.50 Crepe Meteor, 40 Inches Wide, at \$1.98  
And the Same Type of Crepe de Chine at \$1.98

At least a score of colors, including plenty of black and navy. A mis-weave caused the lower price; but many garments have been made from the same shipment, and they are thoroughly lovely, for they show no blemish of any sort.

Loeser's—Main Floor.

### Indestructible Pearl Bead Necklaces : Sale

With Solid Gold Spring Rings

24 Inch, Regularly \$2.50, for \$1.95

27 Inch, Regularly \$3.50, for \$2.50

30 Inch, Regularly \$3.95, for \$2.95

ONE WOULD never think that such pretty Necklaces could be bought for such low prices. It is an importer's surplus stock, and of the fine quality known as "Indestructible," the beads having a soft, lustrous finish, in cream tint. All are in the popular graduated style.

24, 27 and 30-inch lengths, with solid gold spring rings.

Loeser's—Main Floor.

### 6,000 Pairs Women's 45c. to 65c. Stockings, 39c. Pair

Fine gauge full fashioned black cotton Stockings; also fine gauge mercerized seamed back lisle Stockings in black and cordovan.

#### Women's \$1 Silk Stockings, 69c

Thread silk Stockings in black and the wanted shades; made with seamed backs and mercerized tops and soles.

#### Women's \$1.75 Silk Stockings, \$1.39

Black fine gauge ingrain thread silk Stockings with silk double tops and mercerized soles.

6,000 Pairs Men's 29c. Socks at 19c. Pair  
Mercerized lisle thread Socks, in black and the wanted colors.

3,000 Pairs Men's 50c. Socks at 39c. Pair  
Fibre silk Socks in black and wanted colors.

3,000 Pairs Men's 65c. Socks at 49c. Pair  
Seamless thread silk Socks in black and colors.

Loeser's—Main Floor for All Other Merchandise.  
Loeser's—Second Floor, Women's Underwear.

#### Children's Stockings at 79c

Three-quarter length cotton and wool Stockings with roll tops.

#### Children's Stockings at 29c

Three-quarter length cotton, cluster ribbed, in black and cordovan.

## Beginning a Very Timely Furniture Event

### Headed by \$30,000 in Living Room Suites To Be Sold for Very Nearly Half Price!

Much Dining Room and Bedroom Furniture Is Also Included at Savings as Important

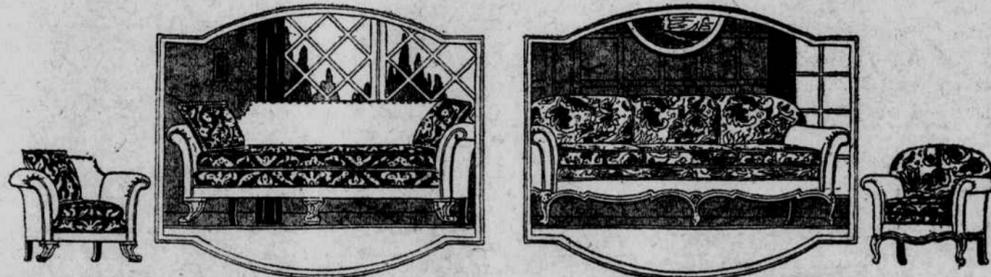
THIS IS Loeser's great special autumn selling of Furniture that always comes with the first of every October. It never fails to bring with it numerous examples of low pricing—and this event is no exception among the many that have gone before it.

During the next few days—for this sale does not last as long as the August Sale—you will find here hundreds of thousands of dollars worth of good Furniture. A considerable part of it bears extraordinarily low prices. All of it will appeal as being priced most reasonably, to say the least.

Some of this Furniture was to have been here last

August. Where this is the case it has been marked as favorably now as it would have been then. In fact, there are instances where the present sale prices are even lower than similar sets sold for in the August Sale.

In all events, this is a great opportunity! The Loeser quality reputation tells you what character of Furniture this is. The values on this page surely give you an inkling of what to expect in the way of savings.



## \$30,000 in Living Room Suites Offered at 40% Less!

Purchased from the Exclusive Chesterfield Furniture Co.

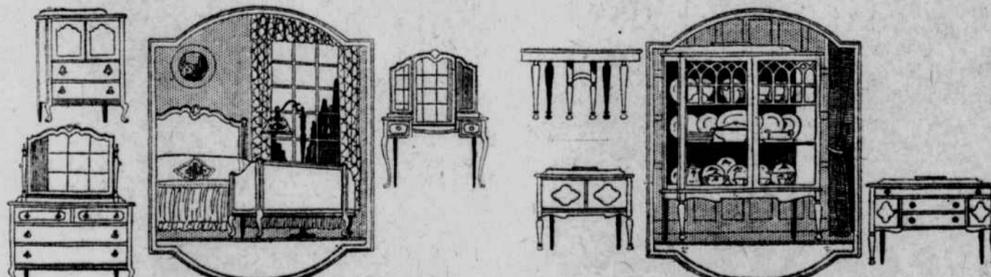
\$450 to \$1500 Living Room Suites at \$270 to \$900

EVERY SUITE COMES to this sale fresh from the exclusive Chesterfield Co.'s showrooms, 42nd St., Manhattan.

These Suites are the very latest thing the Chesterfield Co. possessed. New designs—newest coverings—newest colorings. And all of that beautiful workmanship and taste for which the Chesterfield Co. is well known all over America.

These Suites vary in style as widely as does the range of prices. But whether a Suite happens to be simple or elaborate, it is elegant and sure to reflect the latest of everything.

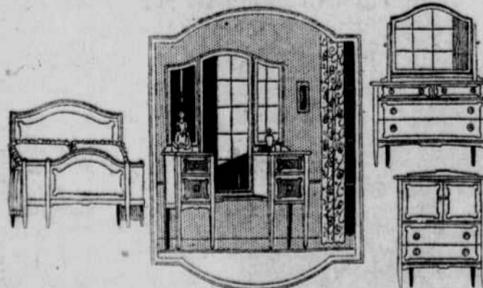
Some are of two pieces and others three—davenport and arm chair or davenport, arm chair and wing chair. Some are all-upholstered, others have frames of mahogany or walnut.



### Queen Anne Model Bedroom Suite At \$243. Regularly \$324

Made of American walnut veneer and consisting of bedstead, dresser, chiffonobe and vanity dressing table. A very dainty little set.

Any piece may be bought separately if desired



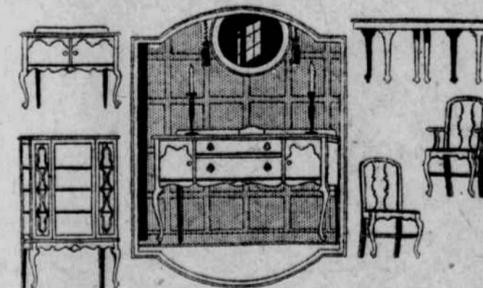
### A Dignified Bedroom Suite—4 Pieces At \$259 Regularly \$325

A plain, substantial but highly tasteful design in American walnut veneer, two-tone finish; bed, dresser, chiffonobe and vanity dressing table.

Any piece purchasable separately if desired.

### This Dining Room Suite of 4 Pieces At \$180. Regularly \$225

A simple, well built suite comprising dining table, serving table, china closet and buffet of American walnut veneer. Splendid!



### 10-Piece Walnut Dining Room Suite At \$265 Regularly \$335

Of American walnut veneer—dining and serving tables, china closet, buffet, five side chairs and arm chair. A remarkable offering.