Opening New Easter Footwear Stirred General Enthusiasm Today

There was another general meeting of the authorities for the new season. Never has footwear been so beautiful—and never has beautiful footwear been so popular. Tomorrow the showing will be continued; also the special offering of Women's $7.50 Boots for $5.90

Women's $5 and $6 Pumps for $3.95

Made Specially for Loeser, and Exclusive
Pictor Edge Ribbons for Lingerie

EVERY WOMAN HAS WANTED pictor ribbons for lingerie—where pictor edge makes an attractive and practical difference. Here are two new styles, pictor edge, not only on the retail price of $3.95, but also on the wholesale price of $2.95.

Silk Petticoats at $3.95

A style made especially for Loeser, this style of silk petticoat has a pictor edge and is made in a new range of colors, including apricot, navy blue, and fuchsia. Also made in black. The retail price is $3.95, and the wholesale price is $2.95.

Rompers Extra Values

A style of rompers made especially for Loeser, this style is made in a new range of colors, including pink, blue, and green. Also made in black. The retail price is $3.95, and the wholesale price is $2.95.

New Spring Coats Exceptional at $8.95 to $42.50

Mainly Ribbons

The model shown is of fine galantine and has a lining of fine faille. One of the few that comes over the shoulder to the waist line and the other is attached to the convertible collar as a cape coat. Usually 90c, this style is applied in the millinery trade, a decoration repeated on the sleeves. This style is made in a range of colors, including black, white, and gray.

New Suits at $25

A style of suits made especially for Loeser, this style is made in a new range of colors, including black, white, and gray. Also made in pink. The retail price is $25, and the wholesale price is $15.

Lace and Scrim Curtains

$3 India Umbrellas, $1.98

For Men and Women

Prints in Antique Gold Frames

The New Models are ready. Like Loeser-Standard Coats of last Fall, they have been made expressly for us. Models that we originated—or approve. Fabrics as rich as tailor's can show at higher prices. Tailoring of the kind for which Loeser Clothes are always remembered—tailoring with the shape build in.

Obviously, there is established in these Clothes at...

$25

"A New Standard of Value at this Price"

Most of the new models are here already. You will find Suits for every purpose from outing wear to those for business. One or two appropriate for informal wear or state occasions.

Embody the same principles of serviceability and quality throughout. An outfit designed to meet the man who will conceal nothing on this point. Many are silk lined. And all are but $25.

Other Suits at $15 and up $35. Other Overcoats from $35 to $65.