Mouth-End Reductions

Economy Day at Loeser's to-morrow.

Immense variety of timely, excellent merchandise at radically marked down prices. A time to buy largely and save much—to get what you and the family need and pay much less than the usual prices.

We have planned this event to be the month's great Economy Day. Every part of the store contributes its share. Many of the store's regular suppliers also contribute in the way of some fine goods at radical reductions.

Some smalls are just small. That is part reason for the lessened prices. But many lots are large and there is enough variety for all.

Here are some of the details and there is as much again that might be told. Don’t miss the day. Come as early as you conveniently can. You will be more than repaid by what you find there.

Silk and Wool Sports Silk $1.25

Last Price $1.55

A Silk with wool filling, giv en a new and fresh appearance and making it particularly serviceable for sports suits and skirts. An assortment of styles, each with matching underskirt. Available in 2 lengths—39 inches with full lining.

"Thilda" Sports Silk Now $1.78

Last Price $2.25

A very handsome Silk in a sort of basket weave for summer sports frocks and suits. A Silk that was originally $4.85. A variety of plain colors and twill effects.

$7.50 Tan Calf Sandals $3.65

Quite the smartest style for spring, here tomorrow at a decidedly lower price. Of calf-skin in a most desirable spring tone of tan and a side with front strap. Short, round toe box. Turn sole and French heels. Good range of sizes.

$9 Black Suede Three-Strap Pumps $5.35

Very dressy style of Pump with front and two turn sole. Spanish heel.

$5 Black Brocade Front Strap Pumps $3.55

Black Pumps with strap of patent leather across front, fastening at side with button. Turn sole. French heel.

One pair, $9.50. Two pairs, $18.50.

$1.50 Thread Silk Stockings $1.15

Six thousand pairs of standard quality thread stockings, reinforced with nylons, fine 24 denier. A choice assortment of the best shades, including apricot, peach, apricot, mode, stretch, jack rabbit, fawn, mushroom, brown, medium gray, banana, dull silver, heather, maroon, navy, black.

Silk and Lingerie Blouses $1.19 and $2

The Lingerie Blouses Were $2 to $3.95

The Silk Blouses Were $3.95 to $5.85

You are saving from 40¢ to minute half of the usual price points. This is a chance, therefore the color and size range is limited; but there is every variety that you will be delighted to see. Every one of these garments will add much to your wardrobe and will also be pleasing additions to your spring and summer suits. From $1.95 to $3.95. Selections of many of the finest imported makes and brands.

$2.25 Ruffled Splash Voile Curtains $1.49

A value which, in its own way, is a beauty in itself. Made to measure and finished in ruffled effect, with the check complete. Five hundred pairs tomorrow at $1.49.

$7 and $7.50 Imported Lace Curtains $4.45 Pair

Irish point and fustian Duchess Lace Curtains in ten choice designs. All under whol sale at $9.95.

Men's $2 to $3 "Blackstone" Shirts $1.65

Hand-made from the finest linen and cotton. "Blackstone" Shirts closed out their balance of stock at Loeser's—over 3,000 Shirts. The price $1.65 has a final reduction on every one of them. Great choice of styles and colors. The choice comprises woven madras with combination "blue" and colored stripes; also a variety of other good kinds will be found by first-comers tomorrow. The price $1.65 and $2.00. All have the "Blackstone" label sewed in. $1.65 for choice.

Pax-Rite Wardrobe Trunks $37.75

A model that has been considerably higher priced, but that is marked a special low price now for the few that remain. It is equipped with 12 hangers, has closed top that lifts off, expanded drawers, three box, dressing sent, etc. All trunks are drawn by an exciting bell. Specials, $37.75.

Fulton Street
Bond Street
Livingston St.
Eln Place

Holland, chief engineer of tunnel construction and Clifford M. of the Tunnel Commission, at a luncheon of the Jersey City Chamber of Commerce.

Plan for Tunnel Plaza

The plans for Tunnel Plaza are now in the printing office. They will be available at the following price:

$1.00 for a single copy,
$5.00 for a set of ten copies,
$50.00 for a set of one hundred copies.

Prize Winners

Be Pleased

The following garments are being awarded as prizes:

"Alpha" plain white oxfords with and without attached collars; also a scattering of fancy shoes at $14 per pair.

Strong unbleached sheeting, ready to use. Three sizes—I, II, III.

Japanese Crepe Kimonos $2.25

For the handy Kimono a Japanese Crepe seems to find its way into positions more than any other style and brings a good margin at a little price. These Kimonos are all full and made of plain color and figured Crepe in rows, dotted and light blue.

75c and $1 Fabric Gowns 49c

Twelve thousand of these new Gorham Gowns for general use. They are all imported, of fine quality made fabric, in two-stop and evening styles. A variety of the best colors for spring. A record value at 49c.

Short Dresses $1.50 and $2.95

Sizes and a Variety

Hand-made Dresses in assorted styles at these two special prices. Some are reduced from higher prices. One can't help but be pleased with the material and the neat finishing that one delights to carry such a volume and that they are light of weight when one likes to read in bed.

Featherproof Pillow Ticks 57c

Some of the ever popular blue and white striped ticking. Standard size. A boon to the dainty housekeeper.

Sanitary Mattress Covers $7.55

Strong unbleached sheeting, ready to use. Three sizes for choice.

Sanitary Mattress Covers $1.35 and $1.65

Two excellent examples of silk striped Corselettes which combine a bonnet and suit in one. A garment that girls like especially well. Special offer with white shawl in side, also back and side fastening. Two pair silk Corselettes.

50c Books for Children 35c

Faltner's three-star style for girls; 6" thick. As famous as any that we have ever known for its simplicity and excellent material. $1.00 to $2.00.

Sanitary Mattress Covers $1.35 and $1.65

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