

**SHOP EARLY
IN THE DAY
PLEASE!**

ALL ALTERATIONS
WILL BE MADE
and all garments delivered,
in city or suburbs, in time
for Easter Sunday.

Manufacturers and Retailers
Blauner's

833-35
MARKET STREET
FACTORY:
37th and Broadway, New York

**SHOP EARLY
IN THE DAY
PLEASE!**

THANKS TO OUR POSITION AS MANUFACTURERS OF LONG STANDING

*This Saturday We Are Again Ready, With Full Stocks and Giving the Best
in Sterling All-round Suit Value, in Prompt Service, in Newest Fashions.*

LATEST EASTER SUITS

EASTER WEEK
in the
KIDDIES' DEPARTMENT



Ends with a Host of Mighty Good Values
for Saving Mothers

GIRLS' COATS

In 6 to 14 year sizes **\$3.98** up to **\$14.98**
Fine velours, taffetas, Moire silks, assorted plaids and
checks, wool and silk poplins and serges. All pretty
styles and the popular colors, and assortments are equally
as large as those for her "big sister."

KIDDIES' COATS
A Special Lot **\$3.98**

Sizes 2 to 6 years. Taffeta, Moire silks, silk and wool
poplins and fine checked materials. Pretty pleated
models.

CHILDREN'S COATS

Special at **\$1.97**
Serges and checks; fully lined and all belt-
ed. Worth up to \$3.00.

\$4.98 GIRLS' COATS

Special at **\$2.25**
A very extraordinary offer; only 75 in the
lot. Sizes from 6 to 14 years.

GIRLS' WHITE DRESSES

Sizes 6 to 16 years. **\$2.98** up to **\$14.98**
Voiles, fine organ-
dies, batistes, chiffons, crepe de chine and pretty net
frocks. Empire style and dainty ruffled models, all
trimmed with flowers and pretty colored ribbons.

in gorgeous profusion for Saturday
\$15.00 16.95 19.95 22.50 25.00

Others on the Basement Floor

at **\$9.96 12.89 14.96**



By their very careful tailoring, in even the smallest detail—by the superb quality of fabric
and in their distinctiveness of line you will recognize in a glance

THE REASON WHY OF BLAUNER SUIT LEADERSHIP.

Selections offer a choice of both dress and sports materials in a
range of models more than ordinarily diverse.

Among newer arrivals we are showing suits with longer jackets (almost knee-length). These in several shades of
grey and new nut browns, they are on tailored lines. Panel backs with rather fitted waist lines and gathered under
fullness at the side are also favored newer models.

Materials are:

**MEN'S WEAR SERGES, GABARDINES, POIRET TWILLS, VELOUR CLOTHS,
CHECKS & BURELLAS**

Suits on the Second and Basement Floors

**OVER 3000 NEW
EASTER BLOUSES**
Arriving Saturday Morning



at **\$2.98** and **\$4.98**

A specially favorable purchase gives
you remarkable choice this Saturday.

And a saving of a dollar or more on
like qualities shown at other stores.

Being Georgettes and crepe de chine—beaded motifs
—floss silk embroidery—crochet and Venise lace edgings
and all in the better kind of styles.

WHITE STRIPED VOILE BLOUSES
That Are a Splendid Buy at **98c**

Assorted colored stripes, with large pique collars and cuffs in
contrasting white, fine tailored batiste waists with solid color linen
collar in Rose, Copen and Fish. 25 other models to choose from.

**AN EXCELLENT VALUE
SATIN SKIRTS**

Pictured at the left.

at **\$2.94**

The waist is gathered from a
triple row of shirring and large
hip pockets lend the barrel out-
line. Comes in gold, rose, grey,
brown, green, black and navy.
**NOVELTY SEASHORE AND
COUNTRY SKIRTS**



\$2.98 to **\$9.98**
Silk poplins, silk and wool jer-
seys, excellent satins, striped
and plaid taffetas, serges and
fannels.

STREET FLOOR

**VERY PRETTY NEW
CAMISOLES**

in Frenchy looking conceits made of crepes de
chine and washable satin with a knick-knack of
lace or flower and the prices are as low as

69c up to **\$2.50**

**SPECIALLY GOOD
SUMMER FUR VALUES**

Belgian Hare Scarfs at \$3.98

Very good values.
Fine Poiret, Taupe and \$14.95

Pearl Grey Wolf Scarfs,

EXTRAORDINARY Display of **EASTER MILLINERY**

OUR ENTIRE SALON FOR BETTER-GRADE HATS
Given Over to a Tremendous Display of
EXCLUSIVE MODEL HATS

at **\$4.98 6.00 8.00**

and at **10.00**

Genuine Milans : Hair Hats : Milan Hems :
Fine Leghorns and Liseres

Harmonious colorings in smart, new tailored, picture and
dressy shapes, elegantly and artistically trimmed with flowers,
wings, fanolies and burnt ostrich plumage.

Exceptional Value in Ready-to-Wear HATS

at **\$1.49** to **\$1.98**



Chic designs in styles suited
to street, business or dressy
wear—all colors and plenty of
black.



Also a good lot of new
Sports Hats in desirable mush-
room sailor styles.

THIRD FLOOR

WONDERFUL OFFERINGS



CHILDREN'S EASTER HATS
at **98c, \$1.49, \$1.98**
and at **\$2.98** to **\$3.98**

Pressed hats and hats made on frames of fine
silk straw, lace and crepe. Hems and Milan
shapes prettily trimmed with flowers, ribbons
and ostrich feathers. Styles suited for school,
street or dress wear.

THIRD FLOOR

**VELOUR COATS, DRESS COATS,
COATS OF BLUE
GABARDINE**

at **\$15.00 16.95 19.95**

and up to **\$29.50**

ON THE SECOND FLOOR

And you'll note they're positively the most exceptional
you have ever seen offered at the prices

at **\$7.96 9.96 12.97**

and **\$14.94**

ON THE BASEMENT FLOOR

In many shades of fancy expressed—in every
hue and color dressed.



27.50



35.50

Velours, vivid in pure rose, gold, Copen, or green, or subtly toned in duller cast and enhanced by a
soft suede-like finish. Belts that slip in and out between soft folds, others in strap effect that criss-cross,
and pockets that actually beggar description. Also gabardines embroidered in Chinese colorings, or much
trimmed with pearl buttons in just-so manner.

Choose as you will you will never purchase coats in more wonderfully good styles
at such little prices.

**SPLENDID DRESS VALUES CONTINUED
FOR SATURDAY**

Real Sale Values on
Both Floors

at **\$10.95** to **\$15.00**

up to **\$25.00**

ON THE SECOND FLOOR. Charming
frocks of soft silks and filmy Georgette
in the soft pastel colorings desired by
the more carefully dressed. Also petite
frocks with the waistline high and fall-
ing straight in full-gathered skirts with
very alluring pockets, peg-top skirt
drappings and other exceptional touches.

Besides Georgette—Taffeta—Crepe de
Chine—and new Striped Taffetas, one
may choose from Sports designs in the
novelty pongees, shantung and pointed
georgettes, cleverly combined with con-
trasting figured Yo-San and Khaki-Kool.



6.50

25.00

12.00

others at

\$9.94 12.97 up to **18.50**

ON THE BASEMENT FLOOR

In an equally large assortment of those favored silks.
Also of special interest are fine quality serges and wool
poplin frocks that are included in this sale at a bare frac-
tion of their actual value.