

833-35 Market Street

# BLAUNER'S

A ST. PATRICK'S DAY Novelty will be given, on Saturday to every visitor to this store.

Bring your Kiddies to the Fourth Floor on Tomorrow, where they will receive a ruler.

FURS FOR EARLY SPRING wear usher in the attractive Tailleur Fur Bows in small animal effect. Kolinsky, Sable, Stone Marten and Fisher. Also Capes and Coatees in all fashionable furs.

## BEING WELL DRESSED IS A WOMAN'S JOY AND DUTY

### Second Floor Shops

#### WRAPS

22.50 to 75.00

THERE is no wonder that women have welcomed the Dolmans, and Capes, for their grace quite eludes description. Many models in serge, velour, frost glow, gabardine, silvertone, Bolivia, duvetyne and silk, show smart draped effects and novel sleeve treatments. All silk lined. New Spring shades.

#### DRESSES

16.95 to 39.75



THE tailored chic of the serge Dress, the bouffant effects in taffeta and the graceful lines of the Georgette Frocks are but hints of the beauty and variety of these attractive Spring Frocks, which are so modestly priced.



*Well Dressed Women  
Choose Distinctive Suits*

And they are wise in doing so, for it is the one costume that they may affect with perfect assurance from early shopping hours until evening.

Copies from Lanvin, Jenny, Premet, Callot Soeurs, Hickson, Paquin, Doucet, Beer and Bernard bring you the most authentic modes in Poirer twill, serge, gabardine, tricotine and silvertone. Tailored Suits featuring braid and piping and other more elaborate effects. Not one of the svelte, superb lines of the original Parisian models has been lost in these replicas. The deft draping of the Blouse Suit, the elaborate embroideries, the new scarf collar with fringed ends arouse well-deserved admiration.

25.00 to 75.00

Blauner's Second Floor

### Downstairs Store

#### SUITS

19.85 to 25.00

THAT one may purchase such smart Suits at such moderate prices should interest the economical, well-dressed woman. Sports Suits, tailored effects and the Box and Blouse styles in French serge, silvertone, Tyrol wool, velour and poplin.



#### DRESSES

14.96

THESE Frocks which herald Easter's coming will delight you by their newness and smart styles. Taffetas, satins, serges and combination of satin and Georgette in the display. In Copen blue, taupe, navy and black.

### Hosiery and Glove Specials

Silk Hose, 1.00  
Value, 1.50

Full fashioned. Fine quality silk Hose in black, white and shoe shades.

Milanese Gloves, 65c  
Value, 1.50

White, pongee or gray; double finger tips. Hand-embroidered back in self or contrasting shades.

Boot Silk Hose, 50c

Pure silk and silk fiber. In black, white and other shades. Fashioned. Very special.

Tricot Silk Gloves, 45c  
Value, 1.00

Black Gloves, embroidered in white. White Gloves, embroidered in black. Contrasting band.

Blauner's Main Floor

### Silk Chemises

1.65

Value 2.00

Flesh color Crepe de Chine or satin in tailored or lace and ribbon trimmed.

### Lingerie Chemises

75c

Values 1.00-1.25

Of fine white batiste or muslin. Daintily embroidered or lace trimmed.

Blauner's Main Floor

### 175 Blouses—Special

4.29

Values 8.00-9.00



THESE Georgette Blouses were purchased especially for tomorrow's selling. The quality, style and trimming immediately indicate their higher value. In all new Spring shades. Beading, tucking, embroidery and frills noted.

Blauner's Main Floor

### 100 Velour Skirts, 4.95

An unusually low price for such smart Skirts of velour in blue, tan, taupe and Copen blue. Tucked bottom. Half price.

### 75 Novelty Skirts, 5.75

These Skirts are worth up to twice this price. In novelty plaid and striped effects. Box plaited and narrow line models.

A comprehensive showing of Skirts in serge, poplin, tricotine, novelty plaids, Fantasi, tricolette, Kumsi-Kumso, Baronette satin and Georgette crepe. 2.95 to 22.50

Blauner's Third Floor

## 500 NEW COATS ARRIVE IN THE DOWNSTAIRS STORE

Capes—Dolmans

12.89 to 25.00

Smart and fashionable are these Wraps in Cape or Dolman styles. Silvertone, all-wool velour, serge Poirer twill are the favored fabrics; Hienna, Copen blue, Rookie, navy and black the colors. Graceful loose and belted effects.



Extra Size Coats

Special 13.50

Slender lines characterize these Coats, especially designed for the larger woman. Belted and semi-belted models in Poirer twill, wool poplin and serge in Spring shades; sizes 45 to 55. Special value for tomorrow's selling.

### The Easter Hat

is being bought early this season. All the advance ideas are embodied in this showing. Especially attractive are Hats of Batavia cloth. Others of tulle, lisere, novelty silks and Georgette. All colors.

10.00-18.00

Smart Hats in fancy straws, and also in combination with Georgette in newest shapes and colors.

2.96-3.94

Blauner's Third Floor



### 300 Girls' Dresses—Special 1.29

Plaid gingham, stripes and ramie linen Dresses. White rep collars, hand-embroidered; Empire styles, 6-14.

Lingerie Dresses 2.94

Voile and lawn Dresses, trimmed with lace, tucking, ribbon and embroidery. 6-14.

Wash Dresses, 89c

In plaids, gingham, and plain color poplins. 6-14.

Spring Frocks 10.90 to 25.00

In taffeta, chiffon, white, flesh and printed Georgettes. Beading and embroidery. 6-16.

Kiddies' Coats 2.94-3.89

Silk poplin and navy serge in Empire style. 2-6.

Girls' Coats, 5.94

In tan and navy serge. Faille silk collars. 6-14.

Blauner's Fourth Floor