

833-35 Market Street

All Goods Purchased on Saturday will be Delivered on Saturday to all points within City limits. Extra Sales service throughout Store

833-35 Market Street

# Straight From the Blauner Specialty Shops to the Boardwalk Promenade



29.75

How graceful are these draped Dolmans — how dashing the circular Capes! Serge, velour, satin, moire and silvertone; navy, tan, Copen, brown.

Big, roomy circular Capes in surplice styles; distinctive Dolmans that reveal the fashionable silhouette. Serge, velour, gabardine, silvertone.

Second Floor

25.00

The style you want in Suits of serge, tweeds and Panama cloth. Tailored models show snug shoulders; box Coats reveal bell sleeves, novelty buttons.

Still more new styles in wool poplin, velour, Jersey cloth and silvertone. Elegantly lined. 19.85

Downstairs Store

15.00

Value 25.00

A stunning Cape is pictured. Of navy serge featuring the new yoke and reveling in rows of smart braid. Nor are the ever-effective buttons absent. Other Capes in equally fascinating effects are found in wool poplin, serge, velour and silvertone.

Downstairs Store

10.95

Blouse of exquisite pink Georgette, uniquely beaded; long novelty collar in back. Other Blouses in new designs at this price.

Main Floor

Sports Skirts, 12.50

Value 14.75-22.75  
Stunning models in a wide variety of plaids in all colors.

Third Floor

29.75

This bewitching navy Georgette Gown is draped into a tunic effect of marvelous grace, and beaded. Taffetas, satins, Jersey and serges at this price, too.

Many smart serges, taffetas and satins at 16.95  
Exclusive Frocks, 39.75

Second Floor

38.00

Value 47.50 to 59.75

An exclusive Poiret twill box Suit in French gray is elaborately embroidered. Bell sleeves; charming silk vestee. Silvertone, tricotine, velour also at this special price.

All the newest Sports and Dress models in mixed tweeds and silvertone at 27.50  
A fine serge, semi-box effect shows pin tucks down center of coat; tricolette vest. 32.50

Second Floor

## Blauner's Last Minute Easter Sales for Saturday

### VALUES EXTRAORDINARY

#### 500 Easter Hats, 3.00

Values 5.00-6.00

The Hat you want at the price you want to pay. Pokes, mushrooms, turbans, Mitzis, drooping, fascinating shapes. Cherries, bows, wheat, flowers, burnt fancies, Liseres, rough straws and maline combinations.

Blauner's Third Floor

#### 160 Skirts Special, 3.85

Values 4.95 to 7.50

New attractive Spring Skirts reduced for Easter! Stunning stripes, mixtures and tweeds in all new Spring color combinations. Straight-line and tucked effects, smartly braided in serge and Panama cloth. Also a new lot of Skirts.

Blauner's Third Floor

#### 250 Georgette Blouses, 2.19

Values 3.50-4.00

A chance to buy that Blouse you wanted for the holidays at an unusually low price. Take your choice of a crepe de Chine or Georgette in flesh or white; embroidered, beaded or tailored.

Blauner's Main Floor

#### 75 SUITS SPECIAL, 24.75

Value 37.50

Offer the newest styles in smart serge, poplin and gabardine at greatly reduced prices. Fashionable box, semi-box, blouse and tailored models show fancy silk vestees, pin tucks, braiding and buttons.

Blauner's Second Floor

#### 100 SUITS SPECIAL, 15.00

Values 28.50 to 32.50

Just in time for Easter. Special Reductions on new Spring models in wool serge and poplin. Snappy belted models; tailored and box effects. In all the shades that the season demands.

Downstairs Store

#### 75 Wraps Special, 25.00

Values 32.50 to 39.75

Featuring the new styles of the hour are these stunning Capes, Dolmans and Coats. All the exclusive materials — tricotine, velour, serge, duvet de laine and silvertone. Braidings, marvelous drapery.

Blauner's Second Floor

#### 90 Capes & Dolmans, 11.00

Values 14.94-16.89-18.50

Capes of unusual value—in all-wool poplin, men's-wear serge and velour. Some show the coatee front, others throw tie collars. Dolmans of distinction feature the loose, hanging back; in wool velour.

Downstairs Store

#### 69 Fur Scarfs, 20.00

Value 32.00

For Saturday only! Scarfs to give chic to your Easter costume. Foxes and Wolves in taupe and Poiret; lined with soft silk to match or Georgette over flowered silk material. Brush tails and mounted heads.

Blauner's Second Floor

### Five Hundred Chances to Select a Becoming Hat From 500 Wonder Hats, 5.97



5.97

Wonders of taffeta, Georgette, leghorn, liseres in colorful Spring shades. Twills, wings, flowers, ribbons. Exceptional values.

Exclusive Models 7.98 to 22.50

Some have that rakish tilt — some that coquettish droop. Natural leghorn with taffeta; gay with flowery wreaths. Other new models.

Younger Girls' Hats, 2.96 to 3.94

Proud she'll be of a Leghorn or Tuscan that shows bright touches of ribbon and flowers.

Kiddies' Hats 94c to 15.00

Flowerets of Spring are these tiny creations of ribbon, lace and flowers.

Blauner's Third Floor



3.94

### Attractive Values in Children's Dresses

6.89

Girls' Dresses—fresh little billows of val, lace and fine white stuffs. Quaint Empire models—round necks and short sleeves. 6-11.

Blauner's Fourth Floor

1.94 to 4.94

Infants' Dresses—fine hand-embroidered and hemstitched dresses of batiste, linene, dotted swiss, colored voiles. Sizes 1-4.

### EASTER SPECIALS

#### Hosiery

1.65

Value 2.50

Of pure thread silk—some dip dyed; all full-fashioned. Black, white and colors. 8 1/2-10.

1.00

Value 1.50

These full-fashioned Silk Hose are in black, white and colors. Sizes 8 1/2-10.

#### Fine Underwear

1.97

Value 2.25

Spick and span Chemises of fine crepe de Chine; flossy and tailored styles. All sizes.

1.47

Value 2.00

Camisoles of heavy washable satin. Lace and ribbon or tailored models. Pink, white, navy. All sizes.

#### Glove Sale

1.85

Value 2.50

French kid Gloves—pique or overseam in black, white, brown, gray. Contrasting or self-color embroidered backs.

65c

Value 1.00

Milanese and Tricot short silk Gloves. Black, white and a few colors.

Blauner's Main Floor

### SATURDAY DRESS SALE

Downstairs Store

12.75

Value 16.89

Are you discouraged at not getting that Easter dress? Neither price nor lack of varied styles need hinder you longer with satin, taffeta and serge, or these in combination with Georgette to choose from. And clever touches of embroidery — Georgette vestees — the unusual collar — lift these dresses from the realm of the mediocre.



12.75

### Children's Capes—Special

4.89

Chic navy serge with bright red silk collar and button trimming. Sizes 6-14. Value 10.00.

9.94

Smart flared models of serge in navy, with contrasting collars of silk faille, red, Copen and rose. Fashionable shawl collars—vest effects. Sizes 6-14.

12.94

She won't envy others when she wears one of these Capes of navy serge and poplin. 6-14.

13.50-16.89-25.00

The style—color—material of Fashion's desire. The yoke; the coat front; the hood. Serge and poplin—for girls and misses. 6-14.

Pencil, Ruler and Balloon Day for the Kiddies, Saturday.

Blauner's Fourth Floor