

BLAUNER'S

833-35 Market Street

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SPECIAL BLAUNER ANNOUNCEMENT

Great "Friend-Making Drive"

OBJECT—To gain 21,000 New Friends—1000 for each business day of the Month of August—the greatest Value-Giving Event in the Blauner History.

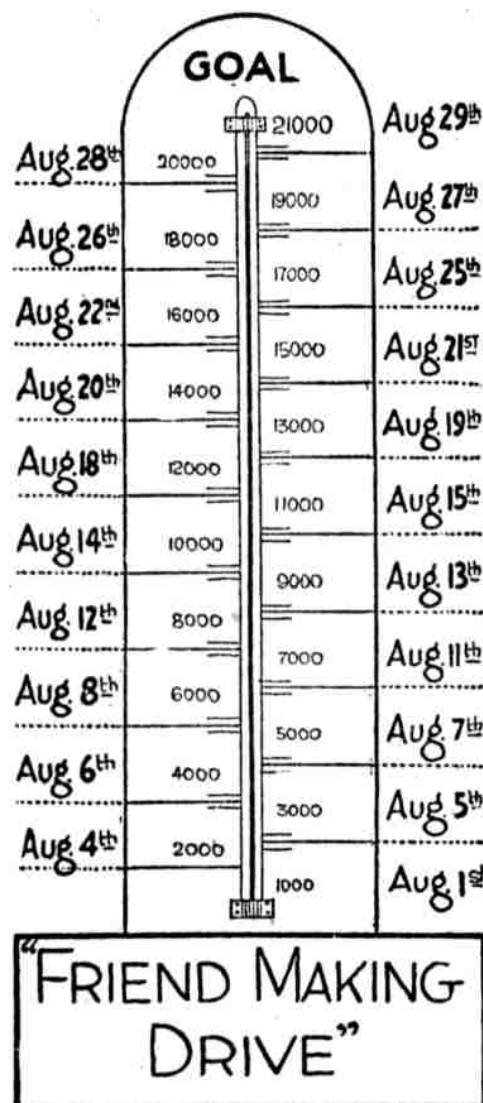
METHOD—Placing on Sale \$600,000 Worth of clean, fresh Merchandise at \$350,000—Providing for Old and New Friends savings of a quarter of a Million Dollars.

Many years of Honest Service and intense value-giving have gained for us a remarkable following.

The Blauner Merchandising Prowess has often offered to the public what were at first considered unbelievable values—and many of you who are now reading this have shared in them.

When we make a statement that during the month of August \$600,000.00 worth of Women's and Children's Apparel will go on sale at \$350,000.00, you can bank on it! For this is not only a Drive for new Friends, but a means to further bind our Old Friends to us. And our reputation is to be strengthened by this most extraordinary August Value-Giving Event.

Each day the "August-Friend-Making Drive" Thermometer will register the number of new customers we have gained, so far as we are able to determine.



Every department will enter into this immense and unprecedented Drive.

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|---------------|----------------|
| Suits | Children's |
| Coats | and Girls' |
| Dresses | Misses' and |
| Millinery | Flappers' Wear |
| Blouses | Petticoats |
| Skirts | Gloves |
| Hosiery | Underwear |
| Bathing Suits | |

On August 18, 1919, the Fur Department will enter the Great Drive, offering Furs and Fur Garments at prices on the great August Friend-Making basis.

Five Hundred Manufacturers have reciprocated our years of patronage, supplying us with merchandise, in many cases at actual cost. And we, in order to reach our goal of a Thousand new Friends a day, are foregoing the greater part of the retailer's usual profit.

Tomorrow, Friday, August 1, 1919, 9 A. M. sharp, marks the First minute of the "Great Friend-Making Drive."

Tomorrow, Suits, Coats, Dresses, Blouses, Millinery, Skirts, Children's, Girls' and Misses' Wear, Bathing Suits, Gloves, Hosiery and Underwear will be offered at prices that will open your eyes; prices that will cause delighted Ahs! and Ohs! to be heard all over the Blauner Store from amazed customers.

**Come Early! Old Friends and New!
The Great Drive Is On!**

(Special Features Every Day! Watch the papers!)

Special Feature, No. 1

Blauner's request the pleasure of everybody's presence at Afternoon Tea on Friday, 2 to 5 P. M., in the Japanese Roof Garden.

Geisha Girls Will Serve Hot or Iced Tea and Cake. No Charge.

Musical Program Arranged for Entire Afternoon.

Also

"A Lucky Number Contest"

This contest offers ten prizes, merchandise vouchers, from \$2.00 up to \$10.00 each, exchangeable for merchandise in any department in the store. Contest open to all who enter the Blauner Store tomorrow.

Everybody Will Receive a Contest Coupon. Come and Be a Lucky Winner.