

BLAUNER'S

833-35 Market Street

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We Have a Clientele of Women Who Are Very Particular and We Are Glad of It—

SECOND FLOOR

Suits— 35.00 to 145.00

A Suit for every woman in this comprehensive showing that ranges from the smartest and strictest of tailormades to copies of imported models. Tricotines, Poiret twills, serge, needle gabardine, tinselone, silvertone.

Dresses— 22.50 to 95.00

Whatever is gorgeous, whatever is beautiful and new will be found in these lovely Spring Dresses assembled for every affair the feminine world attends. Satins, taffetas, tricotines, kitten's-ear crepes, Poiret twills—just a suggestion of the list.

Coats— 45.00 to 139.75

Never were Coats and Wraps more lovely and never were values more appealing. Camel's hair, polo cloth, tricotine, silk bolivia, suede duvetyne—for sports, utility or dress.

DOWNSTAIRS STORE

Suits— 29.75 to 55.00

A Suit season it certainly will be when Suits like these can be had at such reasonable prices. Suits of tricotine, Poiret twill, French serge, Oxford, Jersey, English tweeds and heather mixtures.

Dresses— 14.96 to 35.00

The new season brings charming, fascinating Spring Dresses priced with an eye to value-giving. Choose from taffeta, serge, tricolette, Jersey, satin or Georgette.

Coats— 18.50 to 35.00

Smart, dashing, reveling in the newest silhouettes—the new Coats are, however, very conservative in price. Fabrics: wool velour, goldtone, polo cloth, Jersey and silvertone.

THIRD FLOOR

Hats— 6.50 to 45.00

Entrancingly exquisite and daringly new—the beauty of the Spring Hats will captivate milady, but the prices will not harm her purse. Hats from the famous houses show the newest straws, fabrics, colors and modes.

MAIN FLOOR

Blouses— 12.95 to 42.50

Veritable costumes in themselves, these lovely creations dazzle the imagination. Georgettes, tricolettes, etc., with French flowers, rich beading, radium lace. See this "wonder" display.

THIRD FLOOR

Skirts— 5.90 to 25.00

The separate Skirt deserves its popularity when it appears in such handsome styles in such fine fabrics. Skirts of dew-kist, baronette satin, calsum crepe, goldtone, plaids, serge, poplin, tricotine. Blauner low prices.

Exposition of Spring Fashions



THIS is more than an exposition of the new and fashionable in apparel for Spring—it is a demonstration of the value-giving for which this store is noted.

for we thoroughly believe the Confucian Philosophy:

"Rejoice in a fate that gives you a hard taskmaster, knowing that the more difficult the master the cleverer the pupil."

We frankly and gladly confess that our discriminating feminine patrons have been largely responsible for the growth, the constant improvement, the success of the Blauner Store.

Our 1920 Spring Opening reflects your desires as we interpret them—we believe that this year, more than any previous year, women are not only looking for the "beautiful" in a Spring Fashion Opening, but that they are looking for 100% value. Visit the Blauner Store tomorrow and realize your desires.

Demonstration of Value Giving! Specials!

Second Floor

Suits	Dresses	Coats
55.00	25.00	35.00

Special showing of fine tricotines and Poiret twills in many chic modes for women who appreciate value.

Very Special! Spring ruffled taffetas; draped, beaded and braided satins.

Special offering of popular polo cloth Sports Coats—smartly tailored and finished.

Downstairs Store

Suits	Dresses	Coats
19.85	19.90	19.94

Fine men's wear Serge and Tricotine Suits at this low price. Tailored and other styles, finely finished.

Smart satins, taffetas, serges and Georgette combinations in all the new styles. A rare opportunity.

All-wool velour short Coats; serge Capes; full-length serge extra sizes.

Special Sales

Hats	Blouses	Skirts
3.50	5.00	4.95

Values 6.50—8.50 An interesting offering of new pineapple straws, lisere straws and Georgettes. Third Floor

Values 8.00—10.00 Extraordinary purchase of Georgettes in all the newest colors and modes. Value 8.00-10.00. Main Floor

Values 6.50 to 8.50 Remarkable values in velour checks, new Spring mixtures and serges. Smart colors. Third Floor

Furs	Gloves	Hosiery
29.50	1.95	2.75

Specially Priced Smart Spring Chokers and Scarfs of squirrel, fitch, skunk, mink, beaver and mole. Some trimmed with heads, tails, paws. Second Floor

Cape Gauntlets—strap wrist. Pique sewn. Value 4.50... 2.95 "Slip-on" kids; limit 2 pr. No mail or phone orders. Value 4.00... 2.65 Main Floor

Values 4.00 Pure-dye all-thread silk hose. Black, white, brown. Limit 3 pairs. Main Floor

Children's Specials

(3 mos. to 6 yrs.)		(6 to 16 Years)
Dresses, 2.94	Layette, 20.00	Dresses, 3.50
White dotted Swiss, embroidered, 2-6.	37 pieces. Special value!	Well-made, gingham, pique trimmed, 6-14.
Coats, 7.94	Dresses, 1.69	Dresses, 4.50
Empire serge models, 3-6.	Plaid and checked gingham, 2-4.	Organic beauty trimmed. Many styles. Sizes 6-14.
Suits, 2.35	Coats, 3.50	Coats, 12.00
Linen, chambray, linen crush, 3-6.	Checked yoke models, 2-6.	Spring Coats of all-wool chevrons, blue, brown, navy, 6-14.

Blauner's Fourth Floor

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