

BLAUNER'S

833-35 MARKET STREET

BLAUNER'S

*We Are Indeed Glad To Co-operate
in A Wonderful Move Like This!*

OUR GREAT LOW PRICE DEMONSTRATION SALE

—the faster we sell, the more jobs for the unemployed will be made and you get lower prices—we get faster turnover—you will also help put men and women at work. And for this event we have taken many, many garments in the store and marked them at lowest prices on record! This is a strong, bold, unvarnished statement and we would not make it unless we felt that we were able to follow it out to the letter and make good every word.

READ THIS IRONBOUND GUARANTEE OF OUR LOW PRICES:—

IF THE PRICES ARE NOT LOWER THAN OTHER STORES—LET US KNOW AND WE WILL IMMEDIATELY REDUCE THE GARMENT \$1.00 BELOW THE PRICE OF ANY OTHER STORE.

Welcome to The Women of Philadelphia to Choose Anything in This Store Tomorrow at The Lowest Prices on Record

Below are only listed a few of the many hundred items in this great store. One half-million dollars of merchandise has been prepared for this event—the newest, freshest, most desirable and fashionable goods that the markets afford are offered to the public at prices that mean golden opportunities to all who come.

SALE OF FINE FUR COATS & WRAPS

- \$115.00**
—¾-Length Sealine Coats
—of fine quality skins, collar and cuffs of (dyed) skunk... } 115.00
 - 115.00**
—the season's latest model
—cape collar and Jap seal cuffs } 115.00
 - 115.00**
—Full Length Sealine Coats
—full flare model, exceptional value } 115.00
 - 115.00**
—36-in. Muskrat Coat
—splendidly matched skins. Very youthful and becoming model. Special value at... } 115.00
 - 14.50**
—Fox Scarfs at Half Price!
—blocked fox scarfs in animal effects, actually worth \$29.75. In brown and taupe. } 14.50
- BLAUNER'S SECOND FLOOR

JUNIORS' and GIRLS' COATS

- 6.75**
—All-Wool Cheviot & Polo Coats
—fine quality materials with wide self-collars, some brown plush trimmed. Fully lined. } 6.75
 - 7.94**
—Special! Intermediate Coats
—of polo, mixtures and chevrons in loose back or pleated models. Sizes 6 to 10. } 7.94
 - 9.94**
—Pretty Girls' Coats—Size 6 to 14
—In all of the wanted styles and shades. } 9.94
 - 4.75**
—Continuing! Kiddies' Coat Special
—cheviots and mixtures in full lined models. A host of pretty shades and styles. } 4.75
 - 12.94**
—Junior Girls' Coats, Sizes 12 to 16
—all wool polo, featuring the wanted raglan sleeves, box or inverted pleat styles. Self or fur trimmed. } 12.94
- BLAUNER'S FOURTH FLOOR

MISSES' & WOMEN'S SKIRTS

- \$4.94**
—which is much below actual value. Box pleated, side pleated and the simplest of tailored models, every one very skilfully tailored in warm woolen cloth—the material of the hour. } 4.94
- BLAUNER'S FOURTH FLOOR

4.00 & 5.00 SWEATERS

- \$2.95**
—Just the thing for these cool days. Wool sweaters in slip-over and tuxedo models. They have pretty contrasting collars; with and without pockets and patent leather belts. } 2.95
- BLAUNER'S THIRD FLOOR

BRUSHED WOOL SETS

- \$4.00**
—Infants' 4-piece sets consisting of sweater, leggings, mittens and toque. Slightly imperfect. Rose and copen. Value \$7.00. } 4.00
 - \$2.94 to \$8.94**
—Boys' Suits
—in serge, jersey or corduroy. Sizes 2½ to 8 years. } 2.94 to \$8.94
- BLAUNER'S THIRD FLOOR

Low Priced Demonstration Sale! WONDERFUL DRESSES



Second Floor
Continuing Our Splendid Sale of \$25 & \$30 Dresses at
\$15.00

—dresses that carry a Fall air about them with their snug bodices, stitched, all over and the skirt embroidered to match. Beads and braiding that lift the dresses away above the commonplace.
They are stunningly made of Poirat twill, unusually fine all-wool tricotines, canton crepes, charmeuse, Roshanara crepe, chiffon velvets, mignonettes and crepes de chine. New sleeves: lined with contrasting colors and vivid colors checked with fashion's latest modes. A wonderful low price demonstration value!

BLAUNER'S SECOND FLOOR

Downstairs Store
Splendid Offering of New Dresses at
\$12.00

Nowhere such values! With all of the smartness that good fabrics can lend. Fascinating little frocks of beautiful silks, Canton crepes, crepes de chine, firmly woven mignonettes, wonderful tricotines and serges. They are cleverly trimmed with embroidery, beading, braiding, cord and a host of other pretty fancies.

BLAUNER'S DOWNSTAIRS STORE



Demonstration Special! Sale of Fur Trimmed SUITS

Downstairs 30.00 Suits
\$15.00
No suits could be better planned for sturdy service combined with perfect tailoring. They are fashioned of all wool velours and ylama cloth in straightline, tailored and new length coat effects. All silk lined.

DOWNSTAIRS STORE

Third Floor 35.00 Suits
\$20.00
The silhouette of these models is smart—straight and swaggy—achieving these qualities by being developed in tricotine and ylama. All silk lined and interlined. Many Brown and navy tricotines.

BLAUNER'S THIRD FLOOR

V-A-L-U-E-! In This Sale of WINTER COATS

Second Floor 19.75 Polo Sports Coats
\$15.00
—these clever, stylish coats at \$16.00 are a real "value"! They are in the soft "polo tan" and there's no tan softer or more becoming. And made on mannish lines with convertible collar, a smart cuff, a belt that matches it in smartness.

BLAUNER'S SECOND FLOOR

Downstairs 25.00 & 29.75 Coats
\$16.75
—splendid coats made of excellent quality bolinas, suddines, broadcloth, silvertonnes and velours in this season's latest styles and trimmings. All are beautifully lined throughout. Some fur trimmed.
Polo Sports Coats
—coats that are more than usually attractive. Some boast snug collars—others have convertible collars.

BLAUNER'S DOWNSTAIRS STORE

SALE OF \$8.50 & \$10.00 NEW HATS

\$5.00
—demonstration low price value!
Beautiful large picture hats, small hats that fit snug to your head and medium sized hats of exquisite panne velvet, Lyons velvet and duvetyne and velvet combinations. They are cleverly trimmed with ostrich, large brims, hanging ornaments, ribbons, etc. A wonderful value at \$5.00.

BLAUNER'S THIRD FLOOR

3.00 Silk Crepe de Chine CHEMISES at \$1.95

—in tailored and lace trimmed models with ruffled and plain necks. Also with wide necks. } 1.95
75c Chemises and 1.25 Muslin Gowns and Chemises } 79c
—cotton, also } 39c
—regular and extra sizes } 79c
—quick cleaning } 79c
—lace trimmed } 79c

BLAUNER'S THIRD FLOOR

Extraordinary Sale of High Grade Kid Gloves

Worth 3.25 to 3.95
—to wear with the new flowing sleeves! These are 2-lap beautiful imported French kid and lamb-skins—finely made in neat over-seam and piping at collars, heavy embroidered and sheer point backs. They are remarkable for their soft pliancy. Black with white white with black, brown, tan and lavender.

BLAUNER'S MAIN FLOOR

SALE! 4.00 & 5.00 WOOL JERSEY BLOUSES

\$1.88
—good looking and serviceable wool jersey blouses in over-bust, tie back and different vest effects. All shades, mostly navy. Sizes 30 to 34.

BLAUNER'S MAIN FLOOR

CHILDREN'S SHOES

Black calf lace and button shoes with gold leather soles and heels. Value \$2.50. Sizes 8½ to 2. } **\$1.75**
BLAUNER'S MAIN FLOOR
9.75 NEW OXFORDS
—the newest thing in full foot wear! They are of suede in strap and bicyclet effects with Cuban, French and Baby French heels. Special value! } **\$7.50**
BLAUNER'S MAIN FLOOR

BLAUNER'S

833-35 MARKET STREET