

833-35 MARKET STREET

BLAUNER'S

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Honestly—It was like a Bombshell when We Announced Our Great Low Price Sales to Help the Unemployment

Retail Stores all over the country have taken notice of this great movement. We were the first store in Philadelphia to co-operate---of course plenty soon followed us. They always do, but nevertheless you will observe that we usually get there a week or two in advance. In the meantime take advantage of our low prices. Wonderful opportunities present themselves here tomorrow--Saturday--to save money.

Warm Winter Coats—Tremendous Values!



No need to dread the coming of cold winds! The donning of such cold weather apparel as these glorious great coats will but enhance your charms. Fabrics so soft they drape with all of the grace of silks. For trimming, furs of beauty and richness, infinitely becoming.

SECOND FLOOR
\$55.00

—Actually Worth 75.00

Luxurious in fur and fabric, these coats will make an instant appeal to women who want individuality and charm at a moderate price. Flared skirts, loosely bloused or belted backs. These coats have an air of smartness that cannot be equalled. The material is of rich, soft kinds of Bolivia beautifully trimmed with nutria, Australian opossum, mole, grey or black wolf.

Swagger Sports Coats

—Jaunty little sports coats in the soft polo tan color which is so becoming and come in belted models. **15.00**

Other Smart Winter Coats

\$18.00—\$25.00—\$29.75 to \$115

—A host of pretty coats, made in this season's smartest styles and fabrics, of velour, bolivia, suedine and many other new materials, mostly richly fur trimmed.

BLAUNER'S SECOND FLOOR

Two floors with the prettiest coats that we have seen in many a year and all of them are priced very moderate for such quality coats as these. Rack after rack of coats that are new in style, in material and in trimmings. Come here tomorrow and buy your coat from one of these groupings. Revelations of value!

DOWNSTAIRS STORE
\$16.75

Worth 25.00 to 29.75

Wonders of value and ultimate expression of smartness! Lovely coats that are of American Rivoli, excellent Bolivias and suedines of wonderful quality and richness! All of these are silk lined and interlined. Among the styles will be found the delightful no flare backs and loose fitting belted models. All sizes. Some trimmed with fur collars.

Very Pretty Polo Coats

—Just the coats that are being worn by the girls at the football games, because they are very youthful and becoming. **\$9.75**

Clearance of Early Fall Coats and Wraps

\$5.00

—worth every bit of 10.00 and 15.00! They are made of good Bolivias, splendid kitten's ear cloth, velours and polo cloth in the popular sports models. Supreme value at \$5.00.

BLAUNER'S DOWNSTAIRS STORE



29.75 and 35.00 Smart NEW SUITS

\$25.00



No possible dullness of monotony here. Suits that are fashioned of tricelines, ylamas, velours, tweeds and mixtures in navy, brown, reindeer, Sorrento blue and navy. Mostly all are fur trimmed with beautiful beaverette collars and hand embroidered.

Splendid Suits at

—very clever suits of tricelines, duvet de laine, ylamas and tweeds. **\$29.75**

BLAUNER'S THIRD FLOOR

Tomorrow! A Splendid Sale of \$15.00 NEW DRESSES



Jerseys, Velours, French Serge, Tricotine, Mignonettes and Crepes

7.69

Downstairs Store

Every dress in the lot is pretty and practical, and they are trimmed just a little bit differently than ordinary dresses selling at anywhere near this price. The cute little leather collars and cuffs, silk and wool embroidery cleverly used, colored braid and angora.

BLAUNER'S DOWNSTAIRS STORE

Downstairs Special Offering of Suits

\$15.00

Worth 22.50 and 25.00



Elegantly tailored suits of splendid quality all wool velour, jersey or tweeds. They are in the much wanted straightline tailored effects with the new length coats. And the colors are navy, tan, copen, Malay, brown and heather mixtures.

BLAUNER'S DOWNSTAIRS STORE

The Season's Prettiest DRESSES

\$15.00



Something of the resistless spirit of youth itself speaks in the lines of these little frocks of tricotine, crepe de chine, poiret twill, Roshanara crepe and many others just as lovely. These new frocks with new touches of color tones are imitably pretty.

Exceptionally Good Modes at

In these groups you will find dresses of a distinctive character in design, fabric and trimmings. **\$25.00**
\$35.00

BLAUNER'S SECOND FLOOR

3/4 Length Bay Seal Coat

—made of selected bay seal skins, full flare models with large collar and cuffs. All silk lined. Worth 95.00. **69.50**

BLAUNER'S SECOND FLOOR

Splendid Offering of Chokers
Mink, blue fox, opossum, German fitch etc. **2.95 to 24.50**

BLAUNER'S MAIN FLOOR

New Fall Footwear

7.50 Pr.



—patent kid, dull kid, tan calf and black satin slippers in three and two strap low shoes, and 5-eyelet oxfords. A very special value at 7.50.

7.00 Strap Slippers **5.00**

BLAUNER'S MAIN FLOOR

1500 New "Wonder Hats"



—newness is the keynote of these beautiful hats and not only are they very new but many that are new copies of much high priced modes. They are deep soft panne and Lyons velvets and suedines. **5.97**

Other Hats, Children's Beaver Hats

1.94 to 16.50 of long nap beaver, especially priced **2.96**

BLAUNER'S THIRD FLOOR

Children's Shoes

\$1.75



—comfortable little shoes of black calf in lace and button effects with low heels. Sizes 8 1/2 to 2. Actually worth 2.75.

New Shoes for Growing Girls
—Of tan calf in wanted shades. Sizes 8 1/2 to 11—\$3.25 pr.; Sizes 11 1/2 to 2—\$3.75 pr.; Sizes 2 1/2 to 7—\$4.50 pr.

BLAUNER'S MAIN FLOOR

JUNIORS' & GIRLS' COATS



Girls' All-Wool Coats

—in a host of pretty shades and styles. Some full flare backs with side pleated effects. Sizes 8 to 14. **7.94**

Girls' Velour & Polo Coats

The shades of deer, brown, copen and navy are the newest yet for girls. All are full lined. Sizes 8 to 14. **9.94**

Junior Girls' Coats

—of all wool polo cloth and velour prettily styled with self or fur trimmed collars. Sizes 12 to 16. **12.94**

Kiddies' All-Wool Polo Coats

—and broadcloth with silk stitching trimmed, self material collar or fur trimmed. Sizes 2 to 6. **6.94**

BLAUNER'S FOURTH FLOOR

Misses' All Wool Skirts

Box pleated all wool skirts marked at this low price is special for Saturday. Brown and tan; brown and blue—navy and tan. **\$4.94**

BLAUNER'S FOURTH FLOOR

Wool Jersey Blouses

—dainty little blouses with sailor collar and long sleeves neatly trimmed with braid and wool embroidery. Worth \$3.50. **1.88**

BLAUNER'S MAIN FLOOR

Silk Jersey Petticoats

—actually worth 2.50! Made of good quality silk jersey with neat pleated flounces. All colors. **\$1.95**

BLAUNER'S MAIN FLOOR

Infants' Wool Chinchilla Coats

—with heavy sateen lining. Very warm little tots' coats. Worth 7.00. Sizes 1 to 3 years. **5.94**

Boys' Corduroy Suits
—in Oliver Twist models in navy, green, taupe and brown. 2 to 4 years. **2.94**

BLAUNER'S FOURTH FLOOR

4.95 Wool Sweaters

—in neat tuxedo, slip-over models, trimmed with pockets and belts. All colors. **2.95**

BLAUNER'S THIRD FLOOR

Flannelette Gowns

—of striped blue and pink flannelette with double yokes. A very special value at..... **95c**

BLAUNER'S THIRD FLOOR

Pure Wool Sport Hose

—in drop stitch and clocked effects. In brown, green and navy. First quality. Easily worth twice as much as our price. **1.15 pr.**

BLAUNER'S MAIN FLOOR

Special! Kid Gloves

—wonderful value! Two-clasp kid gloves in black and white; white and black, tan and brown and beaver. **1.00 pr.**

BLAUNER'S MAIN FLOOR