

Blauner's don't and can't sell at cost—we do sell at a very low profit.

BLAUNER'S

833-35 MARKET STREET

There are many very special values throughout the store. A visit will surely pay you. Shop around and compare. Comparing is all we ask.

Continuing!
DOWNSTAIRS STORE
SALE OF \$15 COATS

\$10



Made of Warm Materials of Polo Cloth, Velours and Heavy Silvertones All Lined

It has been many a year since we have seen coats such as these to sell at this low price! Every coat is well tailored and many of them fur trimmed. They are in the much wanted sports models and regulation full length coats, neatly made with inverted plaits, patch pockets and lap seam back.

BLAUNER'S DOWNSTAIRS STORE

Luxurious Fur Collared Coats

—extremely splendid value

\$45.00



Superb, everyone of them. Straight line, graceful swirling loose backs and semi-wrap effects trimmed with gorgeous furs. Frankly, we don't know when we have seen coats of their equal. Made of deep-pile bolivia beautifully silk lined. Beaverette with its golden lights, dyed opossum and Australian opossum—fashioned into deep, glorious collars.

BLAUNER'S SECOND FLOOR

A Special Offering of Dresses
Very Good Values

\$25-\$35



—dresses that you will really delight in —because they are distinctive and their styles of draped tunics, draped panels, long flowing sleeves, fancy blouse backs, are the newest effects of this season. Made of tricotine, net crepes, satin faced cantons, brocaded satins, velvet, Roshanara crepe, etc.

BLAUNER'S SECOND FLOOR

250 New Suits
\$25



These are uncommonly smart suits, fashioned of good quality ylama and duvet de laine, hand embroidered and fur trimmed. They come in straightline models with belts, others in the wide flare backs and belted fronts—all have luxurious collars of Beaverette, Reindeer, navy, brown and Sorrento.

BLAUNER'S THIRD FLOOR

NEW FALL HATS
—every hat is worth much more than this low price! They are made of silk velvet in about 25 becoming shapes. Trimmed with ostrich, embroidery, fancies, etc.

\$1.29

BLAUNER'S THIRD FLOOR

A GREAT SALE OF 750 WOMEN'S & MISSES' DRESSES

—in the Downstairs Store Tomorrow at 9.00 o'Clock Sharp!

AT \$14 } Dresses that are Worth Every Bit of \$25.00—\$29.75 and \$35.00

Women know the policies of the Blauner store. They know that this store backs up fully with its merchandise what it says in its advertising. So they will read with keen delight that we now have ready a sale of 750 truly wonderful dresses in the choicest of materials and styles. It is a collection of dresses really amazing, especially when they may be had at this low price. Arrangements for a tremendous sale have been carefully made.



The Splendid Materials are Imported Tricotines and Poiret Twills and Extra Heavy Quality Canton Crepe

There are the bright, smart, chic frocks with lots of "pep," for misses. There are fashionable matrons' dresses in exquisite taste for conservative women. Hardly a thing that any woman could ask for in a wonderful collection of wonderful dresses has been overlooked. Beautiful midnight blue imported tricotines with steel cut beads sprinkled "all over"; heavy canton crepe (a quality only seen in higher priced dresses) with large flowing sleeves; Poiret twills with colored beads cleverly arranged.

And a host of other becoming fancies as hanging ornaments, cire braid, velvet bottoms, dainty and pretty leather collars, and colored silk embroidery sewn on the dresses with master art.

Sizes for Women and Misses--- **\$14**
Also Plenty of Large Sizes

—Actually Worth \$25.00 up to \$35.00
BLAUNER'S DOWNSTAIRS STORE