

Retail Therapy

By Thomas Snyder

This puzzle takes advantage of the wide array of storefronts and store names on Burlingame Avenue. The puzzle is handed out in front of Therapy (whose sign is in the title) where all 7 letters are in different typefaces.

Teams must solve a series of clues, each one describing a store indicated on the map. Looking at that storefront will reveal exactly one letter in the clue used in the store's sign. For example, "Never Too Young for Fashion" clues Baby Couture; the 't' in Too is the same as the 't' in Couture (both by font and by color).

The complete list of answers and store letters is:

T	Baby Couture
W	Wells Fargo
O	Morning Glory
A	Paper Caper
F	Loft (Ann Taylor)
T	The Wine Stop
E	Lululemon Athletica
R	Stride Rite
R	Pottery Barn
E	harvest
T	teacake
A	Papyrus
I	Jigsaw
L	Lucy
L	Banana Republic
E	BevMo!
T	Starbucks Coffee
T	The Grocery Store
E	Crepevine
R	Round Table Pizza
S	Baskin Robbins

which gives the clue phrase "TWO AFTER RETAIL LETTERS"

The letters RETAIL in the title are each hidden exactly once in the clues down below, and taking the letters two after RETAIL spells out the answer word BLAMES.