

These are the PRINTZESS Coats You Saw Advertised in Your Magazine



863 The influence of style of modern military is seen in its military cape effect coat. Round and button trimming around cuffs and collar height for full effect. The cape and back are cut in one piece and being out the graceful lines of the coat which is fitted at the waist with a full flowing skirt. The collar of velvet is wide and is fastened in front with a long button and cord. Made in bayadere in a wide range of the newest shades.

860 The style feature of this attractive coat is those lines, which in front appear to be deeply set in, but at the back has the flange effect. The back of the jacket to the waist is gathered in a short panel effect. The collar is pleated velvet of contrasting color and is trimmed with black fur. Materials are bayadere and vicuna colours in navy, black, brown, green and Copenhagen. Full outfit lined.

866 Is a coat with a full flare that is accentuated by a panel at back which runs from collar to bottom of skirt. Ornaments at the back and seam around the waist reflect the severity of the model. The buttons harmonize well with the crepe sponge material which can be had in late de negro, midnight blue, Russian green, Copenhagen and black. A single breasted model can be had in style No. 865.

875 A coat that is good in even the larger sizes is seen in its fancy and sponge, full outfit lined model. The rather conservative lines are relieved by the velvet trimmed cuffs, the velvet collar which is fastened by a fancy loop, and by the smart panel back. The colors are midnight blue, Copenhagen, navy, black and Russian green. Can be had in the same colors in crepe sponge.

864 A style that looks equally good in all sizes. The fitted in waist, the full flare at the bottom, the pleats at the back ending at the waist in a panel effect are all new style features of this season. The large roll convertible collar permits wearing the coat open or closed. The long braided cord tassels lend a decorative touch. Made in sub yarn sponge in a wide range of colors.

869 One of the cleverest cape coat models of the season. Aside from the cape, the front is plain while the back has a smart panel effect with dot seam extending from collar to waist where it is caught by a short belt. The materials are fancy imported plaids and bayadere in navy, midnight blue, late de negro, green, Copenhagen and black.

881 A pretty draped effect is secured in this coat by means of inverted dot seams on either side. These start from three button patches under the arm and end in the flare bottom. The four button front has a convertible collar of velvet and two button cuffs. The sponge are well adapted to set off this model.

\$32.50 to \$35.00

Would Be The Price In Almost Any Store

We Offer Them to you at

\$25.00

AND

\$22.50

Once in a great while a manufacturer conceives an idea so startlingly big, so daring, so out of the usual that he takes by surprise even those whose business it is to know women's outer apparel.

This season the manufacturers of PRINTZESS planned a PRINTZESS Coat Sale that would be national in scope. From coast to coast, in cities where there were live progressive firms who know clever styles, all wool materials, serviceable and luxuriously warm—and who could appreciate values that are really astonishing, they are arranged for participation in a garment selling event that would fix a new high mark in coat values.

On seven different styles they concentrated the efforts of their entire designing staff, and submitted the result to the criticism of a corps of style experts. Line by line and seam by seam—every garment underwent their closest scrutiny and emerged a masterpiece in every respect—perfect in style—the color, trimming, material and lines subtly harmonious in a manner such as is seldom seen.

These are the garments we have on sale—these are the garments that await your choice in our garment section. The combinations of style, color and materials are so many that whatever coat you select, you're sure to have a garment that will be distinctly individual. Your inspection is urged while our stock is yet unbroken. All garments are offered at a special price for this week only.

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& SON**