

These are the PRINTZESS Coats You Saw Advertised in Your Magazine



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The Printz Biederman Co.

863 The influence on style of modern militarism is seen in his military cape effect coat. Braid and button trimming around cuffs and cape heighten this effect. The cape and back are cut in one piece and bring out the graceful lines of the coat which is fitted at the waist, with a full flaring skirt. The collar of velvet is wide and is fastened in front with a long tassel and cord. Made in bayadere in a wide range of the newest shades.

860 The style feature of this attractive coat is the leeve, which in front appears to be deeply set in, but at the back has the mandarin effect. The back of the jacket down 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 vienna velours in navy, black, brown, green and copenhagen. Full satin 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 relieve the severity of the model. The buttons harmonize well with the crepe sponge material which can be had in tete de negre, 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 his fancy nub eponge, full satin lined model. Its 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 eponge.

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 nub yarn eponge 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 slot 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, tete de negre, green, copenhagen and black.

881 A pretty draped effect is secured in this coat by means of inverted slot 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 eponge are well adapted to set off this model.

\$32.50 to \$35.00

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\$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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