



## Printzess Week

# A Style Event of Great Importance

Do not miss this PRINTZESS Week Display of fine ready to wear coats and suits. Even if you are not ready to buy you should see these distinctive new PRINTZESS models—the very last word of Dame Fashion in Women's outer apparel.

These coats and suits embody the latest accepted Paris and London ideas—faithful reproductions which are absolutely correct in silhouette and line. The materials are quality fabrics, splendidly tailored. They combine with their fashionable lines a distinctiveness that every woman seeks—the distinction in dress for which the PRINTZESS line is famous.

Just at this time you will find our Garment Department at the height of its attractiveness, with a wide variety of choice models from which to make selections. You are cordially invited to pay a visit to this style review and note the new ideas for this season's wear.



# Printzess Distinction in Dress WEEK

March 11 to March 16

## New Silks and Dress Goods

Ready for New Spring Clothes

This showing of colorful fabrics is an inspiring sight to every woman and miss who seeks new materials for her Spring wardrobe requirements. There is a wealth of material here, each different fabric suggestive of some becoming indoor or outdoor frock blouse or other wear thing.

Many new patterns are seen, revealing the artistic originality of America's foremost fabric designers. The color combinations, too, are strikingly original, and all are in tune with the Springtime season.

## The New Spring Dresses

Are Extremely Pleasing

The slender silhouette still dominates, but this is sometimes relieved by pleasing effects of sash and girdle together with tunics, pleated or gathered, long or short, occasionally displaying the use of side drapes.

Materials favored are Taffetas, Foulards, Serges, Gaberdines and Jerseys, in blue, gray, tan and other Spring shades. Plaids and mystic designs appear in many of the silks. Combinations of color and fabric are very prominently displayed.

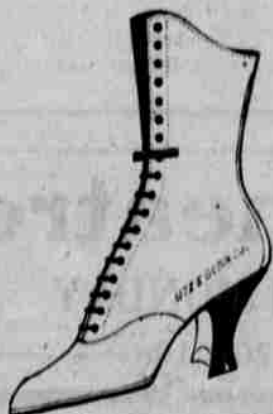
The Favored Spring Styles

## In New Waists

These are the garments which have already won their way to popular favor and which will be greatly desired for wear this season with the one-button suit-jacket and separate skirt.

They are in dressy, tailored and semi-tailored styles bedecked with low flat collars and long pep-lums. Fashioned with Satin, Crepe de Chine, Sheer Silk, Crepe and Lace trimmed Cotton in flesh, white, plain colors and contrasting shades.

## SHOES



Ready now with spring shoes, whose charm lies not alone in pattern, color and material, but also in the distinction a woman will gain by their trim and graceful lines—the charm of youth is in them. Ideal in the idea as well as in the wear—

Shoes that will give individuality to a woman's costume. The highest expression of correctness in design and materials, an elaborate showing at most any price you may wish to pay.

## The New Skirts

Make their Spring Bow

This showing is widely varied; for, within its scope are models for all occasions of wear. They are built upon straight lines with tunics and over skirts; a few, however, show side drapes which are produced by means of tucks.

Materials are of Satin, Taffeta, Foulard, Tussah, Tricotine, Serge, Cotton Gaberdine, and others in quiet and loud colors and striking combinations.

## CORSETS

The Spring corsets are created upon lines that will accentuate the slender lines of the new apparel to reveal the charm of the slim youthful-looking silhouette.

At the beginning of each season is the time to select one's corsets. Our present assemblage consists of the Gos-sard, original front lacing, the Nemo, and Royal Worcester priced from \$1. to \$6.50.



# THE GOLDEN RULE STORE