

New Dresses Styled for Everywhere New Decorative Touches Shown

Dresses will go everywhere, do everything this Spring. For whether designed as a single unit, jacket ensemble or two-piece frock, new lines and details ready the dress to stand alone and hold greater importance in wardrobes than in seasons past.

Simulated effects of boleros, redingotes and gilets appear as cleverly manipulated trims on dresses. Other dresses bloom forth, from beneath their jacket companions, with new decorative touches and flattering decollete necklines. Even two-piece ensembles have single unit outlooks with tiny, gently molded jackets, like spencers that end just below the bustline, and skirts, that are lined to emphasize their femininity, used generously.

And over all, helping to stress the importance of the dress, appears the return of turn-of-the-century fashions with frocks, for every hour of the day, strongly influenced by the lady-like designs of that fabulous era.

Also in evidence, and just as femininely pleasing for Spring, is the princess line, the elongated torso line and the Empire feeling.

Straight and Slim

Typical of dresses inspired by turn-of-the-century fashions, are those that hang straight and slim at front, and full at back, with great emphasis placed on sleeves just as during that period.

In some instances, sheath-slim dresses are created with full-blown organza sleeves which can button in or out to meet the demands of the occasion. The importance of sleeves is also seen in ruffled capelet types and oversize puffed designs.

Elongated Torso

Newest of the princess line dresses are those that team with princess line redingotes, both slim from shoulders to hipline, then flared out at the skirt. Lending elegance to the slenderness of princess silhouettes are collarless necklines and newly popular sleeves.

The elongated torso line appears in many guises for Spring. Long moulded overblouse effects with all-around pleated skirts to emphasize the slim lines above.

Dress-and-Coat Ensemble Basic Spring Costume

Look to the dress-and-coat ensemble to serve as the basic costume for Spring 1932. For it is a versatile twosome that can go everywhere and do everything in fine style. And it is on hand for selection by all ages and all sizes in many variations of itself, in every fabric and every price range.

One of the most popular of these coat-and-dress combinations could be, for example, a rayon print dress worn with a faille or taffeta coat. The dress might be in a soft blue and white floral print teamed with a navy coat featuring a shoulder scarf of the dress print.

This use of the dress fabric for a bright color accent on the coat is expected to be one of the identifying marks of the 1932 coat-and-dress ensembles. Collar, cuff, belt and lining fabrics are all used to coordinate the two. For instance, a red and white striped taffeta dress is matched in the lining of a clear blue ottoman coat. Or a navy sheer crepe dress and a navy faille coat are coordinated by bright red taffeta in the belt of the dress and the lining of the coat.

The possibilities are numerous and the dress and coat can even be selected individually then coordinated with matching belts and scarfs.

Light Tones for Fur Fashions

It's a blonde, brief Spring for fur fashions. With light tones, featured in every fur from muskrat and rabbit to mink. And a huge variety of small furs, on hand, to complement the slim, long torsos and full, full skirts of the season, as well as the many collarless necklines.

Sheared raccoon, in a lighter weight, beaver, squirrel and even fox are some of the other furs featured in new blonde and lighter than ever tones.

By being waist length or above the waist is the manner in which small furs attain even smaller proportions for Spring. They can be seen as boleros, tiny jackets and capelets. One designer transforms a short stole into a short bolero by wrapping the ends and fastening them with hooks and eyes.

The extra small designs, to accent collarless necklines, can be had as pull-through ascots, narrow boas, one and two-skin scarfs or chokers and circlets.

FROM "OVER THERE"

There's a continental influence to be seen in new Spring fashions. Italy offers spirit and color. Spain offers exotic trims and shapes. France offers a chic overall effect that can be found in fashions of every season and every year.

PENNEY'S
ALWAYS FIRST QUALITY!

Spring Fashions

...KEYED TO YOU AND YOUR BUDGET!

SPRING OPENING SPECIAL PURCHASES!

40 ALL WOOL SHORT COATS IN

NEW... CHECKS and
SUEDES

Terrific selection purchased especially for Medford's Spring Opening Event! Every coat fashion perfect and a top value. 100% wool checks and solid color sues in the most lovely spring shades. All fully lined. Sizes 10 to 18. Hurry in tomorrow!

100 New Sheer Rayon
BEMBERG PRINT DRESSES

SPRING OPENING FEATURE!

2 for 7⁰⁰

COOL
COLORFUL
COMFORTABLE

NEWEST SPRING PRINTS!
Wide Choice of Colors!
Misses, Half Sizes!

Lovely, sheer rayon Bemberg Prints in the season's newest styles, patterns and colors. Perfect for any occasion — ideal throughout spring and summer. Priced for this special event at 2 for 7.00. You'll be amazed at the value and attractiveness of these dresses.

COLOR...MATCH-UP

accessories
dyed to
exact match Your Gloves
...a
fashion
find!

98^c

Your Bag
2⁹⁸

Wonderful news... because what woman hasn't searched for just the right gloves, just the right bag? Soft, dull finish rayon faille... and best of all, you pay no premium for this high fashion idea... they're Penney priced!

YOUNG
CHECKS

SMALL FRY COATS
All Wool and
Fully Lined!

3 to 6X 9⁹⁰

7 to 14 12⁷⁵

Young versions of the grown-up success coat... cut with easy lines, done in soft-toned patterned wools. Here, in handsome and sturdy all wools with a bit of a tweedy look, in fresh Spring pastel colors.

SPECIAL!
Toddlers' Dresses

\$1

Downright amazing at this tiny price! Crisp embossed cotton styled for the very young set, full-skirted and nicely detailed. Soft pastel colors. Sizes 1 to 3.

STRAW CLOTH
For Spring

TREMENDOUS SELECTION
AT PENNEY'S MILLINERY DEPT.

2⁹⁸

See the bewitching veils... the softly shaped brims. Choose yours with gay roses, bold poppies, a crisp taffeta bow... you'll find the shape to flatter your face, the color to complement your spring outfit.

versatile outfit...
favorite fabric...
wonderful buy!

BUTCHER
RAYON
Balerc
SUITS

7⁹⁰

Two new Spring favorites team up... butcher rayon with its nubby texture, clear colors, done in the easy-wearing bolero suit... a lot of smart wear for little! 10-18.