

RENT-A-FORD—Shows it yourself  
Munson Motor Co., phones B1550  
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Townsend—Portrait photographer



“Linger Awhile”

on the Aisle of Accessor-  
ies, Rudge & Guenzel  
Co., and see the new Easter  
Gloves, Handker-  
chiefs, Jewelry, Neck-  
wear, Veils and Trim-  
mings. Select yours to-  
day.

### HUNDRED SCHOOLS TO ENTER RELAYS

Fifteen States Will Be Repre-  
sented In Kansas Meet  
Saturday.

LAWRENCE, Kas., April 17.—  
More than 1,000 athletes from 100  
institutions of fifteen states are  
entered for the second annual Univer-  
sity of Kansas Relays here Saturday.  
The states represented are: Iowa, Il-  
linois, Indiana, Nebraska, Minnesota,  
South Dakota, Kansas, Missouri, Colo-  
rado, California, New Hampshire,  
Texas, Wisconsin, Oregon, and Okla-  
homa.

The Kansas Relays program in-  
cludes seventeen relays and nine spe-  
cial events, and one extra event, the  
400 metre hurdles which is to be run  
by Ivan Riley of the Illinois Athletic  
club and Earl Frazier of Baylor Uni-  
versity, Texas, both of whom are con-  
sidered sure members of the Ameri-  
can Olympic team this year. Both  
hold numerous hurdle records.

The Kansas games have drawn an  
entry list of twenty more institutions  
than did the first Kansas Relays last  
year. The event will open the out-  
door track season in the middle east.

All institutions which won in the  
relays last year are back to defend  
their titles, with the exception of Il-  
linois which won the four mile. The  
Illini are having a dual meet on the

coast this Saturday and will be re-  
presented in the Kansas Relays only  
by two weight men.

Five Western Conference schools  
are entered Illinois, Iowa, North-  
western, Minnesota and Wisconsin.  
All Missouri Valley Conference  
schools are entered except Missouri.  
Iowa is favored to win in several of  
the university class relays as the  
Hawkeyes are bringing a large list  
of men and are entered in all the re-  
lays and all the special events with  
one or two exceptions.

#### Notices.

**Normal Training Club.**  
Normal Training club will hold a  
luncheon at the Lincoln hotel Satur-  
day. Call B2496 for tickets.

**Kearney Club**  
Kearney club will hold a picnic  
Friday, April 18. Meet at 10th and  
O at 5:30.

**Palladian**  
Palladian will hold initiation Fri-  
day evening. The meeting will be  
closed.

**Discussion Group**  
All men interested in discussing  
campus and world problems meet in  
S. S. 105, Monday, April 21, at 8:00  
p. m.

**Senior Girls**  
The American Association of Uni-  
versity Women will entertain the Se-  
nior girls at the home of the Misses  
Gere, 2811 So. 24th St., at 3 p. m.,  
Saturday.

There will be automobiles at Ellen  
Smith Hall shortly before 3 o'clock  
for those who wish to be taken to the  
Gere home.

Komensky Club meeting at the  
Temple, Faculty hall, Saturday, April  
19, at 8 o'clock sharp.

#### Calendar

**Saturday**  
Gamma Phi Beta spring party,  
Lincoln hotel.  
Sigma Nu spring party, Knights of  
Columbus hall.  
Alpha Theta Chi spring party,  
Scottish Rite temple.  
Alpha Chi Sigma party, Ellen

Smith hall.  
Phi Gamma Delta house dance.  
Acacia house dance.  
Spring Varsity Mixer, Armory.

LOST—Black, open end, leather key  
purse and keys. Call B2528.

**Dr. M. O. Johnson**  
DENTIST

708-10 SEC. MUTUAL BLDG.  
Phone B2025  
Res. 1565 So. 23rd St.—F2027

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Teachers Agency  
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Cor. 11th and O  
The Agency that Helps  
More teachers needed at  
once to supply the de-  
mand.  
REGISTRATION FREE  
We cordially invite you to  
call.

## Dance Tonite

LINDELL PARTY HOUSE

“Serenaders”

Becks—Saturday

\$1.00 plus tax

Lincoln's Busy Store—Growing, Growing, Ever Growing.  
**GOLD & CO.**  
“THE BEST FOR LESS” O STREET NEAR 11th

Surprising Values  
In Stunning Easter  
Coats and  
Dresses at

**29** <sup>50</sup>

When you see these new  
Easter Coats and Dresses  
you'll know why we're so  
enthusiastic about them!  
They're so charming and  
smart—so delightfully  
new and individual—  
that the woman who  
knows value will mar-  
vel that we offer them  
for only 29.50!



**94 Coats**

—to choose from in the great  
group at this featured price.  
The favorite styles and materi-  
als of the hour—Holland Fleece,  
Brylo, Bolivia, Downwool, Tri-  
cotine and other new novelty  
coatings. Solid shades, new  
plaids and stripes.

**64 DRESSES**

—and every one of them conveying the joy  
and glory of Easter! New spring shades of  
Canton Crepe, Crepe Elizabeth, Georgette,  
Flat Crepe, Sat. Lace—Mandarin effects,  
embroidered, be. & boyish models,  
straightness—short & long sleeved.

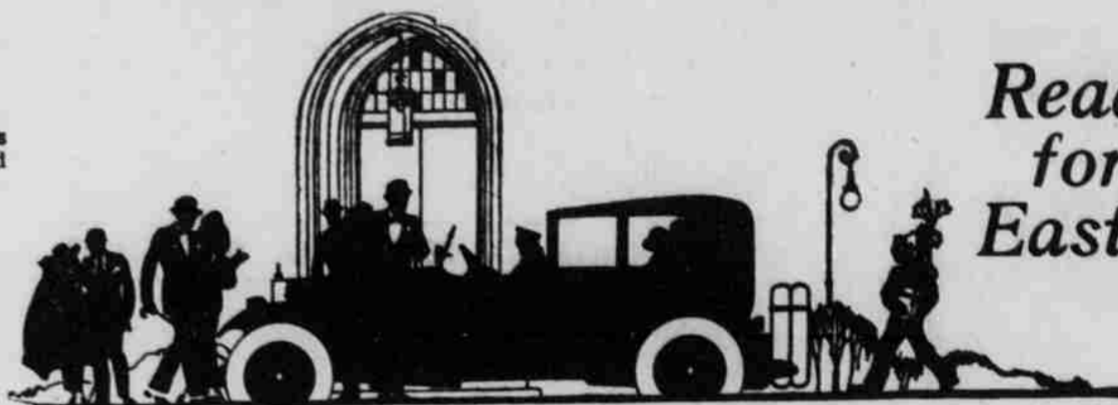
Other Coats \$10 up  
Other Dresses \$5.95 up

GOLD'S—Third Floor.

**Knit Tex  
Coats**

Guaranteed for 3 years  
wear. New colors and  
styles.

**\$30**



Ready  
for  
Easter

## PRIDE IN APPEARANCE

ELI SHIRE PRESENTS THE “NEW IDEA” IN LINCOLN

You met us  
more than half way

You have made our “Pride in Appearance” Event  
one long to be remembered

The men of this city have certainly responded to our  
“Pride in Appearance” Event—they met us more than  
half way—but they haven't cleaned us out by any  
means!

Long ago we determined that if we were going to do this  
thing at all we would do it in a big way. We went the  
limit to get an assortment of men's wear that would  
really meet the utmost demands of the men of this city.  
Today those assortments are still immense—an endless  
variety of smart hats, colorful neckwear, distinguished  
shirts, fine hosiery. Remarkable values, too—leading  
manufacturers have cooperated to make this event the  
success it is.

Our selection of Society Brand Clothes is a story all by  
itself; a wonderful array of new easy fitting models  
in the smart fabrics of the season, powder blues, grays,  
plain shades, stripes and checks. You must see them.

### Society Brand and Shire Specials

Suits--The New Spring Styles--Topcoats

**\$30. \$35. \$40.** and up  
to \$60

HATS

SHIRTS

NECKWEAR

HOSIERY

The smart shades and styles of  
the season—extraordinary val-  
ues.

**\$5**

Shirts with soft collar attached—  
colored shirts with starched col-  
lar to match—all kinds.

**\$2.50**

Foulards, foreign silks, four-in-  
hands and bows—colorful and  
conservative—a wonderful selec-  
tion.

**\$1.00**

Plain shades, unusual patterns,  
the standard colors also—a rich  
variety.

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Shoes for  
Men

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Eagle  
Shirts for  
Men

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