

GOLD & CO.

Cornhusker

... a New Hosiery Shade

by PHOENIX



● the all-around, go with - everything shade.

- it's new
- it's smart
- it's different

1.00

3 prs. 2.75

THIS lovely Spring shade is a gray beige that will "run with" navy and gray beiges so popular in costume colors... equally smart with browns... a chic accent to white. See it in the Phoenix with Custom-fit top, famous for its "long-mileage" service and lasting beauty.

Sheer Chiffons and Service Weight

See Window Display

GOLD'S—Street Floor

Stressing....

Shirred Kid

for EASTER!



PUMPS—
predominate in the Easter Parade 8.95

And Here is the loveliest of them all... by Pedigo. Silkiest kidskin gathered and stitched, as beautiful fabrics are shirred.

White Kid or Black

GOLD'S—Street Floor

Preference Shown For White 'Flats' By Nebraska Coeds

"Footprints in the sands of time" might well be changed to "Dents in the library stairs," and it's the college girl with her smartly clad feet who helps to make history when she tramps the stairways. Coeds on the Nebraska campus seem to have a preference for white flats in the spring time, and white flats, black and white, and brown and white combinations are all good this spring. Pigskin and buck are favored materials with perforations galore cut in them.

The Right Blouse

for the Winning Suit



Crepes . . . or maybe taffeta. Stripes, paisleys, plaids, polka dots and solid colors . . . sizes 32 to 38

1.95



PEEPING THROUGH THE KEYHOLE WITH Perky Polly

We'd like to encase you in something new every time you visit the ready-to-wear floor. It would be easy to do . . . for something makes its debut every day . . . and we don't think we exaggerate. We know we snoop around and sometimes get our fingers burned handling dresses that are just off the griddle! Today's snooping nets these finds.



In Our Dotage

We're simply "that way" over the new polka dots. They're different this year. We'll have you know. Instead of the usual white or black or navy, they're pastel on dark grounds . . . and very pretty.

\$16.50

Third Floor.



A Little Stiff

There are a lot of stiffs getting around to the best parties. Because crisp net, organza, and taffeta are the things to wear.

\$16.50

Third Floor.



Chilly? Try Chinchilla

It's the newest thing for white swagger coats. They'll be grand all summer . . . so we advise buying now to save later tears.

\$22.50

Third Floor.



Velvet Scrubs Its Face

Strike us pink, here's a washable velvet. Made of cotton, but who'd know the difference? In jackets, dresses and what not for summer.

\$5.95 for jackets

Third Floor.



Pure and Simple

But how devastating these white gloves can be when worn with dark dresses. They're getting around a lot these days.

\$3.95

Street Floor.

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DRESS YOUR VERY BEST THIS Easter

Get out and get into the Easter Parade. And be the despair of all your sisters by being as ravishing as you can. It's easy this year. For clothes are becoming more becoming. The lines do much for your figure: the colors make eyes brighter and skins clearer. And our prices make everything right with the world for Easter and all Spring.



SMART COATS BRIGHT DRESSES

16.50 7.50

We can't remember when coats were more wearable. They're tailored without being severe; dressy without being fussy. You can choose one with fur trimming or one that relies entirely on its fabric and line to make it smart. Sizes 14 to 44.

Answer the call to colors! Wear something gay as Mexico and as colorful. Smart colors have never been so alive or used so effectively. Bright sleeves in dark dresses . . . gay prints on somber grounds all are here, and as attractive in price as in appearance.

Ripple Revers!

Fox Cuffs!

Windswept!

Galyak!

Kolinsky!

Black! Navy!

Gray! Beige!

Printed Satin!

Pastel Crepes!

Mexican Stripes!

Jacket Frocks!

Scotch Plaids!

Heavy Sheers!

Taffeta Trims!

YOU'LL ENJOY THEIR Style AND SERVICE

Maybe it's because these new Spring Staunchley Suits have that casual, youthful *Style* synonymous with Society Brand. Perhaps it's their colorful, distinctive fabrics, or their workmanship—the finest by skilled craftsmen. But this we know. You'll always be glad you chose a Staunchley!

Society Brand STAUNCHLEY Suits

\$35

GOLD & CO.

FOR YOUNG MEN AND MEN WHO STAY YOUNG