

# C...stands for College, Campus, Curriculum...and Casual, Correct, College Clothes

And along with your alphas and omegas, you'll be fashion-wise to know that Rudge's has the wherewithal for smart coed wardrobes!

...for sorority parties...for dates  
...for campus wear, you're right in

## "Vanity Modes" Frock

### 16<sup>50</sup>

Exclusive with Rudge's... each dress exclusively original for your gay appearances in college! Every month new models come into the store... Paris inspirations in evening dresses and clever sport wooleens.

Every style treatment... 1936-37! The sleek and sheer dress, touched with white lace ruching at neck. Rhinestone buckles at belt and neck. Black or brown. Sizes 12 to 20.

Another sleek and sheer creation... a new fabric featuring the new swallow tail back. Large rhinestone buckle at neck. Black, brown, green, rust or blue. Sizes 12 to 20.



Be Budget-Wise... and Smartly Dressed

## in a Wool Frock

### 6<sup>95</sup>

Styles that have a tricky sophistication all their own... there are always fresh arrivals in our stock. Clean Plaid wooleens... wool crepe with plaid combinations... tailored wool crepes of oxford, grey, green, rust or brown. Sizes 9 to 17.

—RUDGE'S Second Floor.



## Coeds...have your Hair Restyled

In our Salon Continental, coiffures are created for smart college heads that will inspire admirers to be even more admiring! Complete contour restyle with Mr. Ben or Mr. Walter.

—RUDGE'S Second Floor.

## Fashion looks to handsome

### Gloves by Van Raalte

### 1.00

An important accent to your ensemble... unusual fabrics in autumn tones... individual details that will make you look "like a million dollars". All sizes.

—RUDGE'S Street Floor.

## ... smart bags

### 1.95

Soft leather fashions... feminine and practical. Colors of brown, Araby green, marine blue, smoky grey, aubergine, oriental oxblood, chardon and black.

—RUDGE'S Street Floor.

## ... fall jewelry

### 1.00

Simulated pearls that flatter beauty... rhinestones with silver or gold... are fascinating... other metal creations to complete your ensembles.

—RUDGE'S Street Floor.



## A Twin Sweater Is a College Requirement!

- Kelly Green
  - Hunters Green
  - Rust
  - Brown
  - Navy
  - Wine
- Fashioned of pure all-wool yarn, with interesting drop-stitch patterns. Choose a crew neckline, a boat neck, or a shirt style! Sizes 34 to 40.

—RUDGE'S Second Floor.

## Easy to wear...and popular...Skirts

Styles... gored front with low ripple fullness, plain back... all around pleats... slashed pockets... zipper closings. Colors of brown, black, green, rust, grey and clan plaids. Sizes 26 to 30. Plan a new outfit for every day with skirt and sweater combinations!

—RUDGE'S Second Floor.

## Wear... Leather Tan Hosiery

Wear Leather Tan... with browns, rusts, green, navy, bright hues and black. It's the color of expensive luggage... a brown that is rich but bright. Buy it in sheer Gold Stripe stockings... free from rings. Sizes 8 1/2 to 10 1/2.

—RUDGE'S Street Floor.

Gotham Gold Stripe



### 1.00 PAIR

and at the foot of everything...

## "The Varsity"

by NATURALIZER

### 6<sup>75</sup>

A versatile model for the accomplished coed... Oxford or tongue style depending on how you wear the strap. Fashioned of glove-like buck on the new round toe. Leather heel. Black, brown, blue, burgundy, grey and green. Sizes 5 1/2 to 8.

—RUDGE'S Second Floor.



off to class—to football games...  
to any gay occasion in a

## Sport Coat

### 17<sup>50</sup>

An indispensable in the college wardrobe... a smartly styled sport coat. Ours of Rumson fleece are soft and woolly, tailored to perfection. Widely favored polo styles... wrap-around, no buttons, all-around tie-over belt.

Other models have inverted pleated fullness to the skirt back, large collars. Collars of grey, oxford, navy, brown, black. Sizes 12 to 20.

... knock about... casual

## Swagger Junior Coat

### 16<sup>50</sup>

Fleecy fabrics smoothly fitted in a princess silhouette give a gay touch to your costume... short johnnie collars that are widely pointed over the shoulder and full, full sleeves are details essential to your fashion smartness. Green, rust, brown, oxford. Sizes 9 to 17.

—RUDGE'S Second Floor.



## 'Campus Coquettes'

### 3<sup>00</sup>

Little hats... big hats... sure-to-intrigue hats. All-important details of feathers, quills, veils, frills are cleverly manipulated to achieve style for the college girl. And use them as you like... they'll stand the wear.

—RUDGE'S Second Floor.



## for delightful hours of lounging!

### Campus... by Miss Swank

Petal Crepe, styled in the tailored manner, is appropriate for any dormitory "session." Tea rose, dusty rose, antique blue, burgandy, and marine blue. Sizes 15 to 17.

### 2<sup>98</sup>

### Quad... by Miss Swank

Patterned after the masculine lounging jacket... convertible collar... all of beautiful Satin Glow fabric. Tea rose, marine blue, dubonnet and dusty pink. Sizes 32 to 40.

### 5<sup>98</sup>

### "Truly Yours"... A Royal Robe

Julliard flannel... superb colors of geranium with blue, navy with French blue, turquoise with black, zinnia with navy! Corogram initial button makes it your very own. All sizes.

### 8<sup>95</sup>

### Luxurious Satin Negligees

The ultra in femininity... lace yokes, collars, insets in the sleeves... full and three-quarter lengths... wide belt to loop. Blue, aqua, white, pink, rose, tea rose, azure. Sizes 12 to 20.

### 14<sup>95</sup>

—RUDGE'S Second Floor.



...and underneath your best frock

### Girdles two-way stretch

### 3<sup>50</sup>

They'll do nice things for your curves, yet leave you free and unhampered... won't creep up! Small, medium and large sizes.

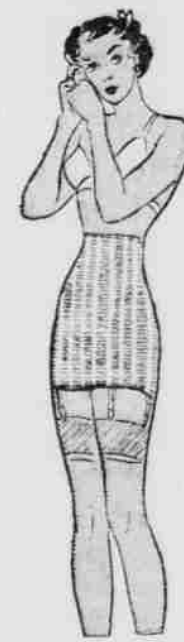
—RUDGE'S Second Floor.

### ...singlettes

by Van Raalte

A figure-hugging garment with lovely Alenon lace touches. Flat side fastening, rounded bras top, short panty legs. Sizes 32 to 40.

—RUDGE'S Second Floor.



just the right length...

### Millay Slips

Choose from 3 lengths... 45, 47, 49 inches. Adjustable straps, shadow proof. Lace and tailored styles. Crepes or satins. Sizes 32 to 49.

### 1<sup>95</sup>

### satin and crepe Dancettes

Net lined, uplift brassiere. A lovely quality crepe with hemstitched designs. Tea rose and white. Sizes 32 to 36.

### 1<sup>99</sup>

### ... Van Raalte Panties

of strypps

You'll soon be a devotee of strypps, the satiny smooth fabric of Van Raalte panties. Petal pink, azure, sun orange. Sizes 5, 6, 7.

### 75<sup>c</sup>

—RUDGE'S Second Floor.

# Rudge & Guenzel Co.

For More Than Fifty Years The Quality Store Of Nebraska!