All in gay prints, loud stripes, and

a bit of Mexican fire, and then too

for the sake of femininity there

are white and pastels in bits of

lace and silks of many varieties

Femininity Returns.

pleats, ruffles, lace, full waisted

Happy Blue Year.

Banana-pink, canary-yellow, lip

ican standby color." Blue is being

ber those flattering stand-bys,

Lace is in Again.

modern coed is going femining, the

material of the clothes she wears

Talking about contrasting col-

Gunny Sack Incognito.

That hopsacking with heavy

full and pleated. (Schisparelli puts

clusters of pleats in front and back, Mainbocker flaunts boxy front pleats, and Chanel, knife

In suits and coats tweeds, flan-

nels, and tailored plain material. Gabardine is holding its own in

suits that are man-tailored. Taf-

ettas, grosgrain ribbon and sheer materials wind up the parade for the fashion minded.

splash of color, and have a new

outlook for your spring wardrobe

Take a dash of femininity, a

pleats,

must be in tune with the type

In view of the fact that the

navy blue, black, and white.

Molyneux, Main-

Along the line of influence the



We're in the mood for Spring and store windows intrigue us. So we go window shopping and "aislecounter" shopping, but we don't buy anything yet . . . we want to look around a bit and let ourselves color of this year's spring.

We're just looking, and we want to help us, that we are just "looking." It takes a lot of looking to put one's spring wardrobe check are holding their own.
together in one's mind before one Place your money on s gets down to the fine points of

selection, Perfume for a Lift,



perfume scent to and in their place have come the

they are less expensive. summer sea breeze, cool and re- bued sport shirts worn outside the the belted with pleats style, freshing, a new light perfume for trouser is another entrant,

any and all occasions. It has only so is considered quite new. by Chanel, which comes in a co-

typical of the light spring scents formals. In approval. These are all at Ben So wh don't fo

Something to remember . . . co-lognes are fast taking the place of scented bath powders and may be found in very many well known

Blended Accessories are Musts.

We like the counter displays We like the counter displays that blend perfumes, purses, gloves, handkerchiefs, and boutonieres so that they make glorious fields on our "winter-fields o splashes of color on our "winterto buy . . . anything, just so we

Flowers climb white trellises in counter displays and flowers adorn reached new estimates now. the Gibson Girl bonnet, the breton sailor, and any other hat that has



are veiled, discreetly, like they were in the good old days, sailors are veiled, There are feathers and bows as well as flowers on milady's

find all of these and many more reaches to the top of the hips and at Vera's Hat Shoppe, in a price the waistline is indented but not range from \$1.98 to \$5.00. You'll necessarily belted. find them in parisianne, in bril- The fancy bodice gaily orna-

any ensemble backwards in our buying or even les give a light touch and show a looking, altho we did when we new interest in decoration. looked at accessories first. We know that any new wardrobe begins with a suit or coat and then est to American universities is the formalities and look at the very newest thing in women's wear ... the Hopsacking Dress. The ones lace of matching black, dark blue, from Hollywood, that are being or white to the chiffon, which may shown exclusively in Lincoln at bands of red quilted embroidery and sheer. sleeves, sashes, wide embroidered belts, with blue, green and yellow enhancing the flowers. Of course, not all in one dress, but in the different styles at Hovland's, authen-

ties from Hollywood. Hats As You Like Them.

With all the hue and cry for matched accessories, we often wondered why we couldn't have hats made to order here in Lincoln at a reasonable price in any style we liked. Now we've found just the place, Rowland's. who make sailors, poke bonnets, the mannish suit type hat, all in all....26 different styles that can be made up in 39 colors. The hats are made by Rowland's from the finest quality felt body obtainable and are only \$5.00.

Well, here's good luck on your looking and shopping tours! All we ask is that you don't crowd the aisles and elevators too much so that we can get thru to buy our



P. S. Our secret ambition is to very new and ultra smart low slung handbags that hang down on a strap from the shoulder and have a resting place for your

hand to tuck in at the side. Like this one in the picture.

## Sport Togs Set Pace for Attire of College Men

Color is galloping five lengths in the lead of the spring ashion race leaving plain navy blues, blacks, and browns in he dust. As men's clothes approach the spring lap, colors have become the long shot of the day. Green, the dark horse, is a nose ahead of her nearest rivals, gray, blue and browns which are running this spring in

or two-tone fabrics, and the new

Practically any style suit is

popular including both single and

is found with a vent back. Shirred

with the double breasted suits.

Mixed suits are rapidly catching

popular interestt. The models are

simplified and the accent is color

Men Seek Comfort.

side add a touch of style

In all styles of sports shirts,

Color dominates the field of the

sport shirt with solid colors the

weave will be the coolest for sum-

vertise them thus: "Cotton stock-

ings are more durable, economical

featured in white linen crash.

deep tones which blend with Nebraska Males lighter shades of the same color To Go in Green or with contrasting colors.

For suit materials, the betting

get saturated with all the bright is heavy on herringbone for suits and sports jackets also made of light weight fabrics of Palm beach have gone green conscious. For cloth, Bermuda cloth, Congo cloth suits, green is the popular fancy hope the store clerks don't mind and gabardine. Noticeable this either in herringbone or gabartoo much, for a little while at spring is the return of the chalk dine. Herringbone is found in self least, if we tell them when they stripe which reappears again after an absence of two years. Plaids are gradually falling back. Small note is for the stripes to run checks, overplaids, and the box diagonally instead of vertical.

Place your money on sports jackets or the new bush coats and slacks for campus wear. One of double breasted with the the favorite outfits consists of a draped front effect. us in the mood to shop green kerringbone sports jacket around for the with plain brown, light green or quick change contrasting green alternating strip things that spell slacks. The snoes are natural col- backs and the half belt back with "Spring" we stop ored exfords, pigakin being a three soft inverted pleats come in first to sniff popular contender, appearing with with the double breasted suits around for a new three hued green sport socks.

Chalk Talk.

Another combination for the jacket is in demand and heavy gardenia campus is a dark blue, box check pockets are almost universal. and exotic scents sports jacket worn with gray she have come the slacks. The shirt is gray with a light floral scents , . . violet, lav- blue vertical stripe worn with a ender, carnation, honeysuckle, li- harmonizing blue tie. Oxfords in lac. Colognes are becoming more and more popular, and besides the combination off to the a roomy chest, plain back, and best advantage. The recent inova- center vent. Or backs may be 'Clear Sailing" from the house tion of bush jackets in gay sum- loose and comfortable with full of Worth is like the whiff of a mer weight fabrics or the bright bellows pleats, pinch backs,

For Easter Sunday and spring been on the market for a year and parties, the pearl gray gabardine or gray chalk stripe suit is com-For sports and general daytime ing to the fore. White shirts are wear we suggest "Cuir de Russie" always for dressup occasions, this time worn with a light blue tie. has more of a spicy, sturdy scent. Plain white shoes are good for has more of a spicy, study scent, every occasion. One can wear a "Rock Garden" by Caron and white coat with either blue "Camelia du Marco" by Ciro are brown flannel trousers for spring

So when buying spring clothes, don't forget that the best be is color, lots of it.

### Nets to You, as Lace Reappears

grayed" mind and make us want lines with ruffles and ruches. While the romantic movement has been apparent for several seasons New Spring Sport its interpretation seems to have Shirts Go African reached new estimates now.

sailor, and any other hat that has gowns their newest look, and this room to tuck a posy in it. Bonnets flattering line appears in many versions-in ruffles, ruches, bands, tiny sleeves, and fichu drapes. Gowns with these off-shoulder lines and gowns with the newer some with the good milded and strapless decold motor veil, too. are musts in formal dress. milded and strapless decolletage three buttons.

Waistlines Lengthen.

The long waistline is another of comfort and freedom of action and milady's the leading trends in evening fash- are the by-lines. Jacket models spring hat is either felt or straw ions, and one that is strong in are also found with two chest We are captivated with the adap- collections. Paris gave the lower patch pockets, worn either inside tation of the Tyrolean peak to the waistline generous endorsement. or outside your slacks. Bush jacknew Snow White hat. You will Often the lower edge of the bodice ets are increasingly popular for

liant purple, in royal blue, and mented in feminine ways and copper sun ... any color to match fitted bodices with ruches or ruffles or flowers at the neck and checks, overplaids, and stripes are fellows have been brightening the We really don't intend to start with free appliques and embroider-

Lace Returns.

An evening style of more intera dress, but we would rather skip revived chiffon and lace dinner gown. Most of them are shortsleeved shirtwaist types, with the be pleated and which makes the Hoviand Swanson's, have wide dress with the lace always delicate

> effection on evening wraps for ly legs." full, long ones would crush them while too short ones would be too modern to harmonize. Capelets or shawls are the solution, of fabrics, fur, or feathers.

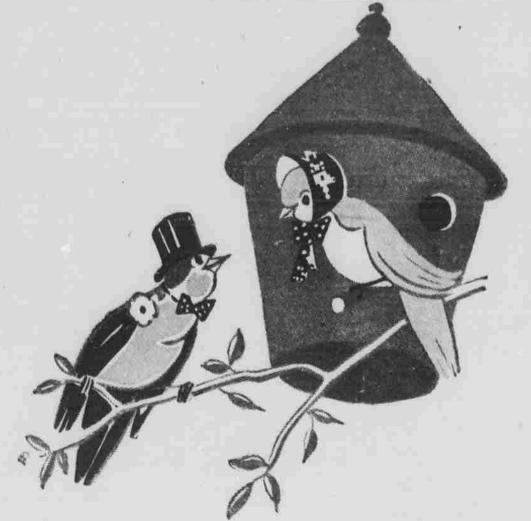
### Daytime Dresses Up Two Points

Daytime dresses are short, 14 to 17 inches, even shorter than last year. But you must consider your figure, your height, and the shape of your legs before determining the length of your dresses.

One noticeable trend of the daytime dress is the lowered lines. The lowered waistline is especially flattering when it is coupled with the skirt accenting width by pleating A popular model bloused waist, fitted girdle, full pleated skirt.

Besides the one piece version of the lower waistline, there others in two piece forms, frequently without a belt and frequently suggested in double belts and bands, in embroideries and seamings and indraped girdles.

The bolero costumes are used in late spring and early summer Some of the tiny jackets are fitted zipping or buttoning up the The dress might be a front. Winter, spring, summer and short sleeved dark blue wool, fall driving hint: Don't drive so maybe checked in a tiny plaid, or a small dark print design.



Spring is a new way of looking at things . . . fashion is a point of view on spring. Styles are meant to be adapted, not copied. "Dress up" this spring, to your own type, and not down to some decreed style. You're an individual, and the success you have in adapting the current mode to your own type will make you that much more a distinctive personality

The best tonic in the world for "Spring Fever" is . . . Get Some New Clothes!

## The Whole World Cooperates to Produce 'Feminine Fluff'

to insure more comfort. The knee with us into the lives of today's and the smaller cuff. The front is slacks contrast with the jacket, be just too Frenchy, you may be they are usually gray, but sell surprised to learn the true facts, weave trousers in small herring-For Schiaparelli herself is an bones of a lighter tone to match Italian. She has been designing fortable the jacket are also being sold. the world's leading fashions for With plain colored jackets, slacks some fifteen years, This season she Prevailing colors in men's suits are browns, tans, bluish-gray, bluish-green, and gray. White Congo

beach cloth will be found for most rings into our spring life. In afterof the summer suits while for ear- noon prints the circus theme prelier this spring broad herring- dominates, with small clown-like bones, a plain brown and blue flan- figures, acrobats, and animals on

## The clothing novelty of this sea-

most popular, but medium sized the campus in spring togs . .

Wearing sport shirts outside and straight back lines. The color a big feature, and he combines your trousers is the newest sugwhich this Italian brings us is gestion from Monsieur Fashion. the theme she expresses—Callope nut-browns, lively rose, They're vastly more comfortable and cooler for the humid summer Red. This is a brilliant, circus-like beige, porcelein blue and British shade used throughout Schiaparel- tan in his styles. air. The newest note in this type li's spring fashions. are pullovers which have two or Gussets at the

crushed high hats in felt, poke bonnets, and pillboxes with scarfs. American stylist, and manufac- pearls on top of your ears instead shoes in combinations of white contrasting colors that are so pop-

Glimpses of familiar figures on

English Evening Gowns. Again we turn to a world Lansing.

If you've the idea that Paris | famous designer; again he is not Slacks are also being designed fashions are truly Parisian, delve French. This time we find Molyneux, an Englishman. This year is full, there usually being a four designers and become one of the charm in evening gowns in stiff "knowing" persons. For although satins or sheer fabrics with under pleated to the outside. When the "chic," and "Schiaparelli" seem to crinoline. Quaintly, he uses the offshoulder decolletes to add to the whimisical touch

> For daytime wear the Englishshirtwaists in sports woolens, pleated skirts, loose fingertip length jackets with simple ne passion for simplicity. Skirts, says Molyneaux, should

ish-green, and gray.

cloth, Bermuda cloth and Palm evening gows all bring the three He advocates saucy hats, high be 15 or 16 inches from the floor squared necklines, small prints, and he adds that yellow is the big color this season. Use it with brown or black, let it be a strawcolored yellow of a brilliant maize.

Nebraska's own Mainbocher is son is the bolero and sash set, for America's contribution to the "Big which Schiaparelli is partly re- Three" of designers. He is quoted sponsible. She also brought the this season as recommending the Chinese effect to evening wraps "School girl," bloused, full skirted by designing the long, slit sleeves silhouette. To Mainbocher color is typical of her native land and of striking effects. He uses warm vellows navies and browns in

And so you see, your Paris fash-Note also for her the origin of the tall peaked hat, the partly crushed high hats in felt, poke tured anyplace from Brooklyn to of the lobes. Get clips to match

+ + Campusnapshots



Finger - tip bright plaid box coat worn with the pill-box hat.

Dame Fashion this year features

the color of your dress.

ning with her red hair ... . In try-

cape and accessories in black.

The fellows seem to be waiting

while before donning their new

spring togs ... Although Hal Hal-

soles and blocked toes which are

Kermit Hansen, of the Beta house

Dwarfies?

to introduce the little dwarf caps

from "Snowwhite," she has a belt

of matching red suede...Other

girls wearing caps and bolero

jackets are Betty Hillyer, Frances

Dresses for the afternoon are

still best....Lucy Jane Williams

D. G., has a black and white silk

with contrasting accessories...

Bors, and Mep Wagner ..

Mary Anna Cockle is the first

Pat Prime, who is modeling for the Coed Follies, has a matching

collar, she shoes, hat, gloves and sports. An unusual but interesting con- try. bag are parisanne ... . Natalie trast is made with two-tone gray shoes worn with your green her-Rehlaender's blue olive printed dress and navy wool coat are stunut for best dressed girl, Henrietta Wilson, Gamma Phi, wore a three piece biege dressmaker suit, the coat and ascot are of rose, the

Shoe experts suggest brown or spring and summer. On the camblack for city or business; gray pus in early spring the striped for spring and summer flannels: and plain jersies, the very sheer ited, Alpha Sig presiden, has some calfskin shoes with heavy



okay ... And Bob Sandburg A. T. O. has a green sport coat that rivals Smith Davis', D. U., Es. quire clothes. Johnny Wolcott and Plaid Top Coat

## **Brilliant Colors** Liven Milady's Spring Outfits

Hosto manjuana! Look what's here! Bolero's, sombrero's, loud colors, and hieraches. That little glamorous and colorful country below the Rio Grande is going to influence the smart wardrobe of the campus coed this spring.

The bolero's will be short full, pleated, flared, and tailored.

## Suits to Match Female Whims

The suits the thing ... to suit. which give that dainty touch to In the portfolio of the Paris de- any dress signers suits are colarless Minus the hot sting of the sun trimmed with grotesque ribbon, the influence of the Mexican peon buttoned at the waistline, always has hit the fashion files with full pleated, softly teilored like the steam ahead school-girl's, and often times trimmed in fur.

Reefers capture the carefully trained eye and capes swirl in Gibson Girl of 1890 is putting in the April breezes. Tailored suits her bit this spring. The full blouse topped by a cape, loosely swinging and the pleated skirt, are bringtopped by a cape, loosely swinging coat, or a pleated coat takes care of the coat problem. ing the naive sophistication back to glorify these crisp spring days. Things are getting feminine too.

A woolen suit of mulberry, with a china-pink crepe blouse and a Frilly additions to floating skirts, sulphur yellow turban glows like a ruffly organdy collars and cuffs tray full of precious gems. It also in pastel shades, dainty bodices, shows you what you can get away and snug waistlines emphasize the with in this spring of color and streamlined figure. Accordion variety. Never forget those flattering shades of blue that look so frocks with full skirts and high masterful with crisp white blouses. Black with a vertical chalk stripe of white lends dignity and chic to the early years, which is haven's white lends dignity and chic to the early years, which is haven's masterial with crisp white obtains to the early years, which is haven's masterial with crisp white obtains a second of the early years.

Pleats Are the Rage.

Short, short bolero suits with front pleated skirts, below the hip stick red, pansy purple, complex-ion pink, and champagne (it jacket with the new tapered drape silhoutte, the hip-length peplum ion pink, and champagne (it jacket, a reefer suit, and the sparkles) are the new colors which finger-tip length furred, and the influence the wardrobe of many tuxedo suits are being shown in a girl this spring. Those are only the best on 5th Avenue. Never a few of the new shades, but to forget the saucy boxy swaggers doll up and look like your smartstill hold a certain amount of est it's blue, prestige, and that the designers bother, and Lelong emphasize cry pleats, pleats, and more pleats. navy blue. As one New York Bound suits, cardigan suits, coat newspaper puts it, "The biggest suits, pocket suits, and bolero blue spring since 1929 indicated as suits form the basic factor in this Paris rediscovers the great Amerspring wardrobe.

But seen on the campus mostly done up with a fresh thrill-crisp this spring will be plain skirts white, candy stripes as snappy as with bright gay plaid jackets, All peppermint, and that devastating of which is smartly tailored and jonquil shade. Saks Firth Avesuited to the college girls ideas and nue, Bonwit Teller, and McCreery needs. One checked or striped top-per to add that bit of change so blues, navy with print, sky blue, many co-eds wish for the class navy with pink, and two blues." room. Then of course the plain jacket to match for the dressier year black still means sophisticaoccasions. Gay colors, blues or tion, white still stands for purity, blacks in a becoming style is the and they are still a favored comadvice from those who know. Take bination with many people. Spring a dash of feminity, a splash of color, and a new outlook for your rather subdued colors but remem-

## Pigskin Is Back, But to Remain?

Lace, marquisettes, organzas, and Perforated for coolness, twotoned for contrast, Men's shoes starched or unstarched chiffons show clearly the filmy loveliness are slowly becoming more indi-vidual as shown by the new natthat is desired. These materials ural colored pigskin trimmed in are very transparent which lends brown, but the conventional oxford to their frothy exquisitness. One with wing tips, straight tips, can wear these over satin or a bluchers. French toes still lead shiny material in bright pink over sales. Crepe soles are definitely in dark pink, white over green, or ular this season. with blue, brown or black,

For something different in campus wear, try reverse calf bluchers ors the "fashion coiners" have with crepe soles or brown and brought forth something new and white saddle shoes with a smooth dashing concerning contrasting red crepe sole. A faddish note is colors. It works better with these calf monk front shoes new frosty and waltzy materials. Start at the top and work to the which buckle at the side instead hemline with different shades of of lacing. The new three eyelet oxford with a Norweigan front is color, or if you wish a rainbow the Coed Follies, has a matching coat and dress of dusty blue, the coat is trimmed with a white fox styled oxfords lead the way for of pink will show evening coque-

ringbone suit or brown slacks. yarn embroidery means originality Brown combinations can be found and chic. It may be sacking but in British tan and brown or it doesn't fit like a sack, Coarse medium tan and bark brown. For materials in the bright colors are dress shoes plain white or white the thing for the peasant dresses with the wing tip outlined in blue. Which are still in running this

white for all around vacation use; tan with white or ecru for informal sport clothes; and blue and white for dance and promenade.

and plain jerses, the very sheer woolens, for dress-up occasions the pastel lacy knits, unusually sport clothes; and blue and white for dance and promenade.

promise to forget about their motheaten horse blanket jackets and wear store-boughten clothes...

Clever Doodads Perk Up Suits

# Here are some tipe for the girls who like to wear those silly added

loodeds which make old things geraniums, popples and prim-roses. wesr bright gloves of cherry red, copper, turquoise, or olive. . . tie your navy blue sport oxfords with British tan laces to match the heels and soles ... wear the striped ankle socks which ar slit down the front ... make suite interesting by wearing a diradi blouse...add peasant caps and matching girdles to your accesso-ries...take time and tack thres or for pansies or velvet or gause and tie them round your wrists. ..

Gibson girl effect dress with an adaptation of the Mexican sombrero.

also being bought. The mesh campus with bright jackets, there mer while for spring, rough fab- is A. T. O. Claude Wilson's wine rics in linens and cottons will be beer jacket, Dick Barkes. Bill the leaders. Bush jackets are Shock, Bill Buchanan of the S. A. E. house wearing shades of Somebody could get rich selling green, tan and blue . . . Jimmy cotton stockings if he would ad- Pearson, Delt, has a white linen crash Bush jacket, along with and comfortable than stockings Leonard Dunker, D. U., who owns made of silk, but they are not a gray gabardine flattering. They are recommended Furr has kept Suzy Bradford wor-The romantic vein must have its only for girls with trim and shape- ried by donning a loud plaid packet But Bob Thornton still clings

to his tattered winter coat, maybe one of the fellows will loan him one of his precious jackets .. The girls seem to be ignoring the article in yesterday's RAG and are wearing socks plus saddle shoes... Corky Ashton, Alpha Phi. is replacing her habit of haunting the campus with jodphur boots in favor of saddle shoes, as is Theta's Betty Brown...Jane Bell and Peggy Durland, Kapp's have ankle socks of every hue... Candy Stripe, Umm.

Alpha Chi Omega's best dressed girl, Theora Nye, has a black net flowers-it is grand with her red when A. U. T. T. Inez Haney's candy stripe organza - Irene Seybold, beauty queen candidate, looka lovely in her lavender organza for-mal with a boutonnier of violets at the waist ... At the Junior-Senfor Prom Theresa Stava, Gamma Phi, wore a flowing peach chiffon. Suits are without a doubt the

handiest things for a college girl, and so suits are found anywhere. anytime...Tri Delt Betty Van Horr has a yellow-green gravel knit ensemble, her coat is yellow,

an English tweed walking suit of brown, yellow and beige... Dusty Here is one of the new plaid sport jackets that are so popular worn with plain colored hair ... Another formal which was skirts for campus attire. The crewworn at the Alpha Sig party is necked sweater and the beanie match one of the many shades used in the plaid.

pa, for her two-piece soft wool ensemble ... Helen Able, Alpha Phi, gold and dusty blue; the top coat has a red fox collar, her accessorshoes of alligator.

Twin Outfits.

The popular jumper shirt and blouse are worn by Betty Am pink and roseberry are the shades Patton, Tri Delt, to the informal chosen by Marjorie Melville, Kapdances....Dixie Davis, Chi Omega, has a brown silk print trimmed in bright green collar, sash, and zipper she chooses clever british tan shoes, hat, choses a three piece suit of pale gloves, and bag .... Walking down toward the campus yesterday was Lois Harpster. A. O. Pi, with a hyacinth blue dress.... ies are Italian tan with purse and

Lucky Margaret Beatty, Chi Those Delta Gamma favorites, Omega, has a silver and henatite and the accessories are earth- Betty Mumford and Margaret bracelet which her father brought and the accessories are earthbrown... Chi Omega, Pinky Kryger, looks girlish in her light blue
wool. contrasting are the navy and british-tan... Hokie
blue poke bonnet, purse, and
wedge heeled sandals... Margaret
lowen, Pi Phi, causes sighs of envy last week-end to the S. A. E....

Betty Mumford and Margaret
to her father brought
to her from Paris... Doe Young
has a belt of D. G. anchors woven
in Indian beads... Tiny Alpine
dolls decorate Mary Ruth Rhoades'
sport dresses, a gift of her sorority
mother, Slim Meyer....