

# THE CLOTHES LINE

## Fresh, Fruitful and Fascinating

Yes, 'tis Spring—warm days, picnics, plenty of activity, and—to smooth and refresh you on all these occasions, Fairmont's fresh strawberry ice cream, fresh, fruitful, fascinating. That's right, delicious ice cream made with juicy fresh frozen strawberries—real strawberries, so 'elp me—round, red, and really relishable. Say, and 'ere's something else for your perfect palatable preference—Fairmont's "Fery"—delicious bricks of strawberry, lemon sherbet, and French vanilla. Everyone is Fairmont conscious these days—for Fairmont's feature inimitable ice cream and sweet soothing sherbets.



## Attention! Salute! At Ease!

You can heave your sighs of admiration now, all you guys and gals. What's so admirable, so breath-taking about this picture? We think so, too! They're really attractive, aren't they? The shoes, of course. That lovely pair (shoes) on the left belong to Mary McKenna, Tri Delta. That's right, they came from that Super Store for spring—Simon's. These nifty numbers are white, the toe and heels in red. Spring shoes like these are a feature of Simon's.

Alpha Chi Myrldene Buller belongs to the next set of summer smoothies. They are predominantly red, the trim is summery spotless white. These Simon specialties are two-toned and timely.

## 100,000 Books

is a lot of books. Long's Nebraska Book Store announces a tremendous book sale to begin Monday, in which every book in their basement will be put on sale at a blanket price, regardless of the value of the individual book. Books of all kinds and descriptions...books on history, books on political science, English, mathematics, chemistry...books on all subjects and every subject... 100,000 of them. This will be the greatest reference book sale the campus has ever seen...and all volumes are priced for immediate sale... \$49 each for any book in the basement, five for \$2.25, ten for \$4.00. This sale presents a real opportunity to acquire valuable reading matter of all kinds and on all subjects; so drop into Long's, (where all collegians throng to make their scholarly purchases), and inspect the great book bargains you'll find among the 100,000 books that go on sale Monday.

Ed Faytinger, Sig Chi pin mate of Pi Phi Shirley Johnson delivered an ultimatum that if she kept her date with the Army she'd better wear only her arrow,

## Mary Bird

Alpha Phi, is especially happy with her selection from Ben Simon's colorful and fashionable display of hundreds of the season's latest hat designs. A visit to Simon's fourth floor hat department will probably please you, as it did Mary. She found a hat which is ideal for her for sport and campus wear...and it is definitely smart! It is a pin-cushion beret, the charming little kind that goes on the back of the head and sets you off right for spring. It's available in all colors, at Simon's, and costs only \$1.25. For a spring thrill see Simon's amazing hat display.

These pretty, punctuated pastels on the petite walkers of Theta Alice McCampbell are summer sensations from the satisfying shoe shop of Simon's. Blue are the toes and heels, with white dominating.

From that fourth floor of future fashions at Ben Simon & Sons came the brown spectators which Jean Miller, Delta Gamma, is sporting. They are trimmed with white, and may be pleasingly purchased in medium or high heels at Simon's.

Ah, yes! Jo Emerson, Pi Phi, shows selected shoes from Simon's, too. As sporty as spring are these new notable numbers—they're white with brown, and as correctly correct as all the shoes at Simon's—the style store of tomorrow.

## Better Service

and better food is the keynote of the recent changes in Student Union dining facilities says Union head man, Bill Marsh, who told us all about the recent improvements in the food set-up, which gives Joe and Jane College a better deal in the Grill, and the Pan American Room. Going into that colorful and hemispheric room and through the line to good eating you will observe that all lighting is concentrated on the food alone, helping to make it look as appetizing as it really is. Grill service of pre-prepared foods has been discontinued in order to facilitate and speed up the handling of orders, and also because the steam table equipment is not adequate to handle a large volume of business of that kind in the Corn Crib. The lack of proper equipment, before the revision, made it necessary to transport the food the length of the building, from kitchen to grill. Bill assures us, however, that all the tasty specialties which are a regular feature of the grill menu will continue to be available to the hordes of hungry collegians who throng to the Student Union daily.



## At Gold's Headliner Row

we found the chic hat which does double duty so smartly for Maxine Thomas, pert Theta. It looks equally smooth and definitely fetching when worn either of the two ways shown in the accompanying photos. On the head, either fore or aft, it is super, for it can be worn on the back of the head or far forward with super effect. Look at Maxine and agree with us that this is a truly clever and really smart hat. Practical, too, because it does double style duty...and just the thing that every college miss should have, for everyone's wearing a smart stylish hat these



## Lud's Gal

D. G. Gen Harmon might explain her success at getting and keeping her man by looking so smooth, as she does in the accompanying photo which shows her modeling the smartest in style that spring can produce, a superbly casual sport ensemble from Ben Simon's & Sons. Every feature is super in style and ultra in appearance. The coat is cinamon colored... of "Koala Paca." It's double breasted, beautifully cut... with huge pearl buttons, patch pocket and notch lapels;...perfection plus at \$32.95. The slacks are California-made, and reveal the fact in their smooth mannish appearance. Smooth, too, is the fabric for they are of cinamon gabardine and really on the beam in style...patriotic in their own way for they are patterned after men's fashions and save precious material...saddle stitched by hand, with fly front...and masculine in design throughout. They are tops in the season's stylings for casual wear, and ideal for the slack occasions on the campus in spring. Price...\$5.95. The blouse, too, shows the style influence of California, where it was made. It is definitely new...a floral print in gold and Kelley green, and sets off the entire outfit just right, at \$3.95. Simon's, as usual is the rendezvous of clothes conscious collegians who seek sartorial smartness.



## Spring Bride

Harriet Jane Bowman, Alpha Phi Prexy and PBK married Lieutenant Wayne Matshullat of Uncle Sam's army, and will return soon from honeymooning to graduate this spring. Lovely spring brides remind of a lovely silver pattern, like King Richard Sterling, which may be found in all its regal glory at Gardner's Jewelry store. Gardner's silver, lovely and lasting comes to mind as an ideal gift for those who are soon to take equally long lasting vows. See King Richard soon, among the many beautiful things to be found at Gardner's.

spring days, and why not...for how can Jane College look her stylishly casual best without the crowning glory of an up-to-the-minute and really smart hat. The clever creation that Maxine models is available in sixteen colors...indicative of the tremendous selection found in "Headliner Row." There you will find hundreds of the latest creations in the realm of fashion for the head...the place is full of style and color. Stop in at "Headliner Row," view the wonderful selection on display there and you will understand why every college girl owes it to herself to wear smart hats this spring.