

CLIMAXING AN EXCITING DAY

THE

IVY DAY PARTY

Thursday, May 5
Coliseum

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Dancing 8:30-11:30

A new tradition---that certain something needed to complete a glorious IVY DAY---has taken form in the IVY DAY party sponsored by Innocents and Mortar Boards for alumni and students.



**QUICK WATSON
THE NEEDLE**

I've found the only man who isn't going to the

IVY DAY PARTY

THE LEFHOLTZE SISTERS,
JUST OFF R. K. O. VAUDEVILLE---A SINGING TRIO THAT WILL MAKE YOU SHOUT FOR JOY.

ENTERTAINMENT BY THE
KOSMET KLUB, 8:00 - 8:30.

EDDIE JUNGBLUTH AND HIS BAND

IN THEIR LAST PUBLIC APPEARANCE BEFORE LEAVING FOR ESTES PARK, COLO.

See a Tassel or an Interfraternity Council Member.

\$1.00 The Couple

See a Barb Council Member.

GOLD & CO.

You'll Enjoy Shopping at Lincoln's Busy Store--Cor. 11th & O Sts.--S. & H. Stamps an Added Saving

She Goes to College

and she's a

HOLEPROOF

Hosiery

fan!



New Summer Colors including Morning, Afternoon and Evening!

Running around campus, tearing to classes, any ordinary stockings couldn't stand the strain . . . her Holeproof sheers and semi-sheers bear up nobly and they cost her such a little bit! They come in all of the smartest new colors for wear with her summer Frocks . . . and she can choose them for every hour of her busy day!

95¢ to 1.95

GOLD'S--Street Floor

New! "Allure" in HOLEPROOF MESH

... Allure is a new Holeproof Mesh . . . a very simple design, really, with a penchant for steady wear with all sorts of daytime clothes. Most women love it . . . and the famous Holeproof colors it comes in! 1.95!

GOLD'S--Street Floor.

Now She's Wearing "S
K
I
M
P
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S"

Lacey or Tailored



Of Fine Novelty MESH

You simply won't want to do without a pair of Skimpies . . . those tiny fitted Panties, so smart and new for summer wear! Pink, white, tea-rose, Nile green! Only

49¢

GOLD & CO.

Third Floor.



COLLEGE CLOTHES



FROM THE KAMPUS KORNER



ARE GETTING A RUSH

BY COLLEGE COEDS

At

\$10

Jacket Frocks for school, smart prints, trig solid tones with novel pipings . . . chic new models that win the heart of every young fashionable! A wide selection! All sizes!

Other Frocks up to 16.75

GOLD'S--Kampus Korner--Third Floor.

GOLD & CO.