

Military Ball
Tickets
on Sale at
GOLD'S
—Street Floor.

GOLD & CO.

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LINCOLN'S BUSY STORE—CORNER 11TH & O STREETS—S. & H. GREEN DISCOUNT STAMPS ARE ALWAYS AN ADDED SAVING HERE

What Shall I Wear to the Military Ball?

And to All the Other Balls of the Season...
the Better to Answer this Question:

+ Fashionable Formals

GLOWING rich colors which make you look vivid under electric lights! Charming formal Frocks . . . combinations that show the bright and dull velvet trim . . . interesting décolletage, in a subtle cut that is easy to wear!

16⁷⁵

Successful Copies of Higher Priced Models!

+ Look Your Loveliest.. .Maison Lorenzo

Regardless of the beauty of your gown it's your make-up, your grooming that will count! Maison Lorenzo with its staff of skilled operators is ready to dress your coiffure in the newest mode . . . and your MAKE-UP exactly right will be given you FREE!

GOLD'S—Fourth Floor.

+ "Le Gant" Foundation Garments? Yes!

Ask any coed who has ever worn one . . . she'll tell you that it's Le Gant that makes her dresses fit so well! Snugging the ribs above your waistline, hugging the curves below the hips, this slim young step-in takes care of every figure demand made by the exacting 1932 mode!

GOLD'S—Third Floor.

+ Brilliant White Stone Jewelry

In all rhodium (non-tarnishable) finished settings . . . Necklaces, Bracelets! Button and shower effect Earrings, bangle and flexible Bracelets . . . Clips and Pins, too . . . smart and decidedly a chic compliment to your formal ensemble! 1.00 to 3.95.

GOLD'S—Street Floor.



+ 16-Button French Kid Gloves

Smart with your formal ensemble . . . priced at 4.75!

+ Rich Imported Beaded Bags

No formal costume is complete without a tasty little Beaded Bag 1.00

GOLD'S—Street Floor.