

Store Your Furs in our New Approved Storage Vault Third Floor.

GOLD & CO.

Consult Miss Lee, Hollywood Makeup Artist Street Floor.

Lincoln's Busy Store—Corner Eleventh & O Streets—S. & H. Green Discount Stamps Are Always a Substantial Saving at Golds!

Hurray, A Discovery!

The Perfect Hose WONDER-BAND CHIFFON

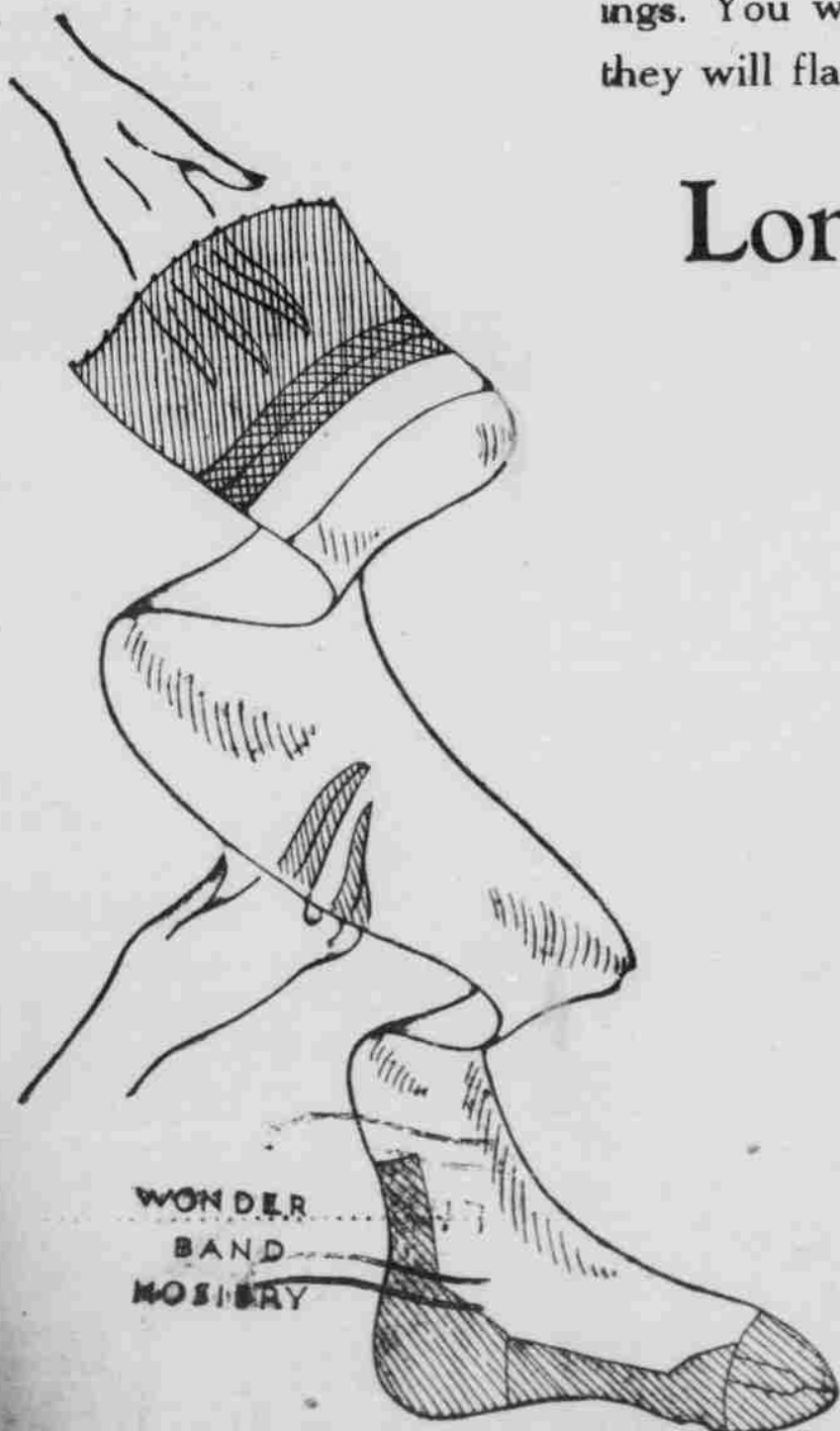
Combines

SHEER BEAUTY
DURABILITY
MODERATE COST



Exclusive at Gold & Co. Correctly Styled for the Co-ed!

Slip your hand inside these lovely sheer pure silk stockings. You will find them exquisitely clear and sheer—they will flatter any pair of legs.



Longer Wear! Smarter Hose!

Combined with this sheer loveliness, WONDER-BAND Chiffon Hosiery is protected at all vulnerable spots—the patented WONDER-BAND at the hemline prevents runs at this point. The Wonder Heel, a silken inner panel, is a protection against shoe friction—and the Wonder Toe is another guard especially designed for increased wear.

IN ALL THE SEASON'S BEST SHADES

MOST INEXPENSIVE!

79^c and \$1

GOLD'S—Street Floor.