

KNIT YOUR OWN NEW
SPRING SPORT TOGS

Knitting beautiful new sport clothes takes on new interest each spring, when new stitches and patterns appear to intrigue women to sit for hours clicking their bright needles in and out thru pretty hued yards, while they watch a favorite colored sport suit take shape.

Wednesday at 2 o'clock, Thursday at 12 o'clock and Friday at 2 o'clock Gold's will present a fashion show, of the newest models for knitting new spring garments. Mannequins will parade in a swanky lot of frocks, suits, hats and caps; bags, scarfs, sweaters and other attractive sport toggery knitted in the newest manner.

You will rave over these new models. Golf suits that combine various colors in their cleverly wrought design; lacy sweaters to wear with daytime suits, and those for more serviceable wear of active sports. Knitted dresses with the new puffed sleeves, and lacy yokes in openwork stitches. Knitted berets and cardigan jackets to wear with woolen frocks. You may even learn to knit your new 1935 bathing suit.

None of these smart things are for sale, but you learn how to create them with your own fingers, and you do it for so little that you may have ever so many smart things you never dreamed of before.

PAINTING 'THE DOCTOR'
DRAWS CROWD 32,000

The famous sculptural painting "The Doctor" now on display at Gold's has been visited by more than 32,000 people during its first two weeks in Lincoln. The largest single day attendance at the exhibit thus far was on January 12th when 6,612 people filed thru the entrance. The display leaves Lincoln January 31.

One does not need to be schooled in the application of color, shading, or lighting, to be thrilled by this new three-dimensional rendering of Sir Luke Fildes' world famous painting. The simple homespun setting for the picture, combined with the natural human interest element, makes it readily acceptable to the sympathies of all alike.

Originally done on flat canvas at the command of Queen Victoria, in 1891, the new interpretation of the familiar scene has been created by the famous American artists John Paulding, sculptor, and Rudolph Ingerle, painter.

As the most original art work at a Century of Progress, Petro-lagar Laboratory's "The Doctor" was host to almost four million people in two years. On its first leg of a nation wide tour it has continued its popularity with an average of over 3,000 people for every day it has been on exhibition.

GRADUATE VISITS CAMPUS.

Howard R. Peterson, a graduate of the university college of business administration in 1922, visited the campus during the week. He is moving from Des Moines, Ia., to Rockford, Ill.

Harvard students have no desire for beer, for according to a special report, students demand for the beverage was not sufficient to produce the required revenue. They buy a license for the university dining hall.

At
Harvard

THE HIGH STANDARDS OF APPAREL MAINTAINED AT HARVARD ARE A TRIBUTE TO THE GOOD TASTE OF HARVARD MEN... AN EVIDENCE OF THE STYLE-SENSE AND CRAFTSMANSHIP OF CAMBRIDGE TAILORS.

It is significant that outstanding college tailors, arbiters of style, endorse Kover-Zip as the only slide fastener fit for fine clothes.

Henry Gold...

Famous tailor of Cambridge, New Haven and New York say—"More and more men are demanding the slide fastener with its smooth flat effect. As the uncovered zipper reveals a strip of metal, I prefer to use Kover-Zip, a finished product that serves its purpose well."

"Best-dressed" seniors at leading American colleges, men whose choice of things to wear has a national influence, prefer and commend Kover-Zip.

WARREN GRACE

Brown, 1925
"Kover-Zip merits attention from all style-conscious college men... it achieved perfection in closure by eliminating the exposed strip of metal."

LYLE FISHER

Northwestern, 1925
"Kover-Zip embodies the best features of all other types of fly fasteners, and also possesses a unique feature, covering the ugly raw metal."



WALDES KOH-I-NOOR, INC.
LONG ISLAND CITY, NEW YORK

★ ★ ★ ★
You know he's good because
you've heard him broadcast



Ralph Bennett and his orchestra have been featured over both the CBS and the NBC Networks. During this time they have played over or through more than 60% of all the radio stations in America of 1,000 watts or more. Not only have you heard him broadcast, but you have surely been delighted by his excellent recordings of all the popular tunes as he has rendered them for Okeh-Columbia and Brunswick Melotone.

Others know this orchestra is good because they have had the opportunity to dance to him. Here are a few of the famous hotels at which Ralph Bennett has been featured: The Cosmopolitan Hotel in Denver, the William Pen Hotel in Pittsburgh, the Book Cadillac Hotel in Detroit, the Adolphus Hotel in Dallas, Texas, and the Muehlebach in Kansas City, where this orchestra has just played four repeat engagements. What other orchestra can produce a record like this?

Ralph Bennett
and his orchestra

DANCING 'TILL 12

Once you begin dancing to Ralph Bennett and his orchestra you won't want to stop. You will be fascinated as thousands of others have by his unique arrangements—the three featured violins—and his style of Glee Club singing. You can enjoy all of these features at the Mid-Year Frolic—Dancing will last to the extreme limit, 12 o'clock—Don't fail to miss this gala event.

EXAMS OVER

What better time could there be to have this extraordinary function — The Mid-Year Frolic? Your exams will be over—no worries at all—not even those of formal dress because the party is informal. You can relax and be comfortable. You should get your date today.

"the talk of
the campus"

\$ 1 00
Plus Tax

"the talk of
the campus"

Mid-Year Frolic

FEBRUARY 2

Coliseum ★ ★ ★ ★

Informal