

RUDGE'S tells a fashion story with much enthusiasm for we are very proud of the "finds" in spring dresses, suits, and coats that are waiting for you at RUDGE'S.

RUDGE'S is proud to have "what the campus wants" . . . and have it . . . when you want it. Visit our Fashion Departments NOW . . . choose your wardrobe from complete assortments.



Bradley Knits

You'll cut a fine figure in a trim Bradley knit dress. Classic in their tailored charm. Spring's gayest color tones. Sizes 12 to 20.

Exclusive with Rudge's in Lincoln

22⁵⁰

Who is more Fashion-Conscious than the Fair Coed?

and well may she be . . . for Madame Fashion Has Powdered Her Nose For Spring!

Beguiling . . . Gay . . . Boyant Styles are the Result

It's a gay, frivolous tale fashion tells for spring. Each new style is lovely to look at . . . charming to wear . . . and easy on your budget-book when you choose from Rudge's

"Jigger" Coats

Yes indeed . . . it's the "Jigger" coat for the college miss . . . California's contribution to the spring fashion tale. Soft, fleecy, 33 inch coats. Sizes 12 to 20.

Nude beige, light blue, navy, black, grey, gold.

16⁹⁵



Suits Influenced by Schiaparelli

the "Softie" Suit Comfortably Style-Right

A new feeling in suits. They're softer, elegant, without being ostentatious. They're becoming too. Credit for this new suit movement must go to Schiaparelli. "Little" suits are our conception of what a suit should be.

We have "Softies" in light-weight fleeces, novelty weave fabrics. The colors: navy, beige, cherry, black or navy with a plaid skirt. Sizes 12 to 18.

19⁷⁵



the Dressmaker Type Fashionably Feminine

Tailored suits that have gone over to the feminine side. Nipped waistlines are important. Dressmaker suits reach the peak of femininity and flaunt peplums that poke out and flare.

Soft, comfortable woolen fabrics . . . ever popular navy, smart beige or grey. Come in and see these dressmaker suits. Sizes 14 to 20.

19⁷⁵



Luxurious - Dainty Party Frocks are such a pleasure!

Enjoy the balmy spring breezes to the utmost . . . don a gracefully draped chiffon or a pert starched lace and strut your finest.

all the spring parties. Pastel shades . . . soft and alluring. Crisp jackets to add double importance.

16⁵⁰

Sizes for every college miss. Spring Colors

For Sportswear Needs

Jackets . . .

Tailored, belted, sporty jackets . . . wear them with different skirts. Green, brown, grey. Sizes 26 to 32. . . . 6.50

Sweaters . . .

Sporty wool styles . . . the gayest array of colors. . . . 1.98 sizes for coeds. . . .

Skirts . . .

Plaid or plain styles . . . pleated or cut on straight lines. Green, brown or grey. Sizes 26 to 32. . . . 2.98

Blouses . . .

Silk crepe . . . shirtwaist models . . . plain colors or printed. Sizes 34 to 40. . . . 2.98



a different Coiffure for Spring

Personal service . . . the newest fashions in hair dressing adapted to your personality. Mr. Ben or Mr. Walter . . . for personal stylings.

Call B-7141 for an appointment today.

-Salon Continental-



a fashion-right Pill-Box for Spring

Glazed straw bonnets are sparkling with personality for the coed. You can wear these with dressy suit or afternoon frock. . . . 6.50

Dark or bright colors.

Joan and Jane Junior Dresses Fit to Perfection!

Shorter skirts point boldly to your ankles. Short bolero jackets, squared shoulders . . . wide sashes are leading claimants for spring fame.

The easy swing . . . the soft moulding styles are enchanting. Grosgrain ribbon trim . . . lace yoke and collar touches. Fetching, 2-piece patterns.

16⁵⁰



Mint Green, Navy, Beige Sizes 11 to 17.

Rudge & Guenzel Co.