

LOCALLY OWNED • LOCALLY CONTROLLED
GOLD & CO.
 COMPLETELY AIR-CONDITIONED

Around the Campus Clock . . .

In Correct Costumes for Every Occasion . . . From Gold's

You Are Invited to Our Kampus Korner

It's been newly redecorated for you, and many new lines of clever frocks, the kind you'll adore have been added for your selection. There are smartly tailored things for campus wear, and glamorous dresses for evening. Do come in and brouse around. We're anxious for you to see these new things . . . fresh from New York to you.



Up for an 8 O'Clock

In Jacket and Skirt
 With A Gay Sweater

- Skirts 1⁹⁵ to 5⁹⁵
- Sport Jackets . . 5⁹⁵ to 6⁹⁵
- Soft Sweaters . . 1⁹⁵ to 3⁹⁵

You assemble this costume for yourself in our Sports Shop. We've loads of beautifully tailored skirts and sweaters that you can mix or match. And the sweaters of soft wools are simply heavenly. In such perfect colors.

You Coke at the Union

And Slip A Smart Coat
 Over Your Skirt and Jacket
 Or Soft Woolen Frock

Or perhaps you prefer to slip into that new three piece suit you just got. But whichever you choose, you'll find them in wide variety here. Tailored, loose and boxy, richly furred. And the suits lead a double life . . . as you can well imagine.

- Fur Trimmed Coats . . 25.00 and 29.00
- Tailored Coats 16.95 and 19.50
- Three Piece Suits . . . 29.00 and 49.00

Important Afternoons

In a Costume Suit

19⁵⁰ to 49⁰⁰

You slip the sleek fitting frock on and are ready for "Tea-ing". Add the richly furred coat and you have a lovely formal suit. Your wardrobe simply isn't complete without a costume suit. And we've many chosen with the College Girl in mind.

For Sport or Dress

A Chunky Fur Shortee

69⁰⁰

You'll wear your shortee jacket over sweaters and skirts, over your most cherished date frocks, or most glamorous formals. But it's an absolute "must-have" for the complete wardrobe.

For 12:30 Nites

New Jam Date Frocks

Youthfully Styled and softly draped. There are smart, unusual lines about these Junior dresses that will make your Date sit up and take notice. Subtly styled for important occasions.

16⁹⁵ to 25⁰⁰



Accessories . . . Are So Important

They can make or break your costume. And we've hundreds of new things that will give an added fillip to frocks for every occasion. Stop in our Accessories departments on the street floor and see them.

Hosiery . . .

By Holeproof. In glamorous, different Early American colors. There are sturdy stockings for Campus to mere wisps for evening wear.

79^c to 1³⁵



Gloves

In sturdy Capeskin or in soft as silk Suede. You find them in the popular new shorty lengths or in 6 or 8 button styles.

1⁹⁵ to 4⁹⁵

Gay Scarfs

Of printed silks and woolsens. In bright colors to add a gay note to sports things or in more subdued Autumn shades for dress.

50^c to 1⁹⁵

Handbags

That are a joy to carry. No matter if you prefer the huge size or the tiny you'll find them here. In smooth leathers or Suedes.

1⁹⁵ to 4⁹⁵

Costume Jewelry

Amusing little bangles or old fashioned types copied from the jewelry your Grand-ma used to wear. For sports costumes or dress.

1⁰⁰ to 2⁹⁵