

Fashion Forecasts

for the

Frolicking Femme

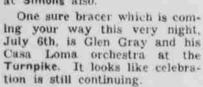
· by

Mary June Witmer

Whee-e-e! Peace and quiet again. These vacations certainly tire one out. It's the profs who suffer the aftermath too, what with students coming back unprepared, sleepy and with wandering minds.

I don't know if it touches the souls of all you women or not, but it seems to me that about this time in the summer I feel the need of a bracer. Naughty, naughty-I didn't mean what you're thinking. I mean, my wardrobe needs something to carry it on through the summer. I guess it's the same feeling that Eve must have had when she became dissatisfied with an ordinary fig leaf and began to wear a leopard skin. If you feel that way too, one of the best additions you can make is a new dress. Psychologists have written books on what a new hat can do to a woman's mental attitude and there is truth in it too. If you have been muttering "how true,

how true," harbor no more dissatisfaction but go straight to Ben Simon's Junior Miss department and make a choice. Be sure to see the doublebreasted, chocolate brown bit of chicindividualized by big pearl buttons and snow white collar and cuffs. The rumor that gingham is having its fling this season is evidenced at Simons also.



You have no doubt read Marjorie Hillis's book, "Live Alone and Like It." If you will remember in that bit of able advice, she says there is nothing so important to a femme's future as her personal estimation of her own glamour. And, she proceeds, there is one place, often neglected, where a gal should keep up a high standard of appearance; that is in her own boudoir. When your mirror reflects a beguiling lassie tripping about in trim lounging pajamas or robe, that attitude of 'Tve got what it takes" will creep over you. No spoofin', it never hurt no one to think those thoughts once in a while (once in a while) and M. H. maintains that by thus keeping up one's good appearance in private life gives a more sound foundation for self assurance and blooming morale when "on pa-

Malott assumes seat

of chancellor at K. U.

LAWRENCE, Kas., July 5.— Chancellor Deane W. Malott

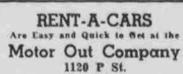
SCHOOL SERVIC

"A Good Teachers Agency"

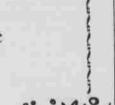
Come In and See Us

643 Stuart Building

He announced no plans but intended to carry on retiring Chancellor Lindley's policies for the









able silk lounging pa-jamas from Gold's lingerie section. 'iney are cool as an ice cube in color and weight and the tailoring is trim enough to make a general salute. The house coats and lounge robes offer more variety for expression of soul and temperament. I mean you can positively be a seductive senorita in a black dotted Swiss housecoat, trimmed with white ric rack, or you can go Heddy Lemarr in a sleek satin sen-

You understand, dear ladies. that I've really been doing all this research on "How to feel like a new woman over night" purely from an egotistic standpoint, but since that detrimental, but oft-repeated phrase "You women are all alike" comes back to me, I thought you might seek solace in my findings too. So another suggestion I have to offer, which may have gone un-noticed is your hair. Is last winter's permanent still trying to cling on to the very last or are you now going completely wayward and doing it up in a roll? In either case, a good oil permanent-for you should have an oil in the summer time, will do wonders for that forlorn face in the mirror. There's nothing like starting on your own person where beautification is concerned for what are clothes without a well-kept person to show them off. May I suggest the "Joli' permanent wave which is exclusive with BEN YOUR HAIR-DRESSER, 211 So. 13th Street. The revolutionary part about this permanent is that there is a heavy reconditioning oil

right in the solution which guarantees against that parchedout look. The Joli permanent is \$6.50. Both machine and machineless waves are given by Mr. Ben, with prices



After you've danced your little toesies tired, there's no more refreshing place to recuperate than the Capitol Coffee Lounge with its snowtime atmosphere and enticing menues. I've seen quite a few orders of a special sundae known as "The Imp" served at the Lounge. It makes my mouth water to talk about such a combination as vanilla ice cream, caramel topping with crushed

nuts and cherry. moved into his office in Frank Strong hall last week to begin his term as head of the University of Kansas.

present.

not all sleeve lengths Always Open Late models, moderate prices Reduced price on long trips. B6819.

## SALE

CHOICE OF ENTIRE STOCK MEN'S

## Spring Suits



All Hickey Freeman **All Eagle Suits** 

All Hart Schaffner & Marx All Don Richards

All Brigadier & Wilshire Clothes

All	\$21.50	Suits	 \$17.20	All	\$40.00	Suits		\$32.00
All	24.50	Suits	 19.60	All	45.00	Suits		36.00
All	27.50	Suits	 22.00	All	50.00	Suits		40.00
All	29.50	Suits	 23.60	All	55.00	Suits		44.00
All	35.00	Suits	 28.00	All	65.00	Suits	*******	52.00

Tropical Worsted Summer Suits Not Included

27-\$12.95

SPORT COATS

Sizes 34 to 42

Only 49-55 to 7.50 Panama Hats Brigham Mopkins Samples

Entire Stock of Men's

## Spring Wool TROUSERS

\$4.95 Trousers \$3.96 6.95 Trousers 5.56 2 0% OFF

Summer Slacks and Tropicals Not Included

70-Regular \$2 Straw Hats

365-Men's Straw Sailors

All sizes, in round - oval, long-oval and \$ regular - oval, in values to

192 Pair Men's Oxfords \$5 and 6.85 Oxfords

Whites, two-tones, woven sandals and oxfords. Natural tans andgreys, and a few styles in black and brown tauned 20%

## July Sale Men's Furnishings

ENTIRE STOCK

SIM SHIRTS All new spring and summer reg-

ular stock shirts. Sim-Tex and soft collars, all sanforized shrunk. \$2 Shirts 1.60 2.50 Shirts \$2 4 3.50 Shirts 2.80

OFF

\$1.65 and \$2 Sim Shirts

Special group of Sim fancy and plain white shirts. The fancies have both light and dark grounds and all have Sim-Tex collar attached.

3 for \$4

\$1.65 Sport Shirts

stock, in all types of \$ sportwest shirt fabrics. short and long sleeved

\$3.50-\$3.95 Silk Shirts

These are mostly plain color shirts; however, \$ 1 patterns. All sizes, but

Men's Handkerchiefs

Regular 35c Handkerchiefs, in colored borders and mlain whites.
They are very fine quality and all have handrolled edges.

Men's 35c and 50c Anklets

Sub - standards of a famous nationally known brand. White and paytel grounds, in all the

Summer Pajamas

Cool summer pajamas, 5 1 terns and colors. Regular \$2 pajamas, in all 3 for \$4.50

\$1.50 Pure Silk Ties Choose from our entire

stock of \$1.50 pure silk foulard ties. A fine assortment of patterns and colors.

Munsingwear

Shirts or Shorts 3 For

50c shorts, in woven fabrics and broadcloths. Full no-seam crotch and balloon seats. The shirts are Kwiss-tibbed cotton lists.

\$1 Summer Ties

Pure silk bamboo ties and tropical wash ties. in new patterns and colors; they are all 2 for \$1.10 handmade.

\$1 Sport Shirts

Short lots from regular stock, in-cluding some knit lists shirts. All colors and all sizes; also the new California slip-on style hop-sacking shirt, in natural and two-tone.

Men's \$1 Hose

A nationally known maker's \$1 hose. First qualities, in new pat-terns and colors, in both dark and medium shades.

Men's Wash Robes Broadcloth, crash, terry cloth, seer-sucker, and Bedford cord robes, in a

1.95 Robes, 1.66 2.95 to 5.95 Robes, 2.16

