

Fashion Forecasts
for the
Frolicking Femme
by
Mary June Witmer

"Keep that fresh-as-a-daisy look regardless of the weather," says the book on feminine beauty. No doubt you agree, but I suspect the doubt has drifted into your mind too, if said author has ever heard of or experienced a Nebraska summer. I've come to the point of admitting that it's no easy job to look cool and celestial with such fiery competition. However, the psychological theory is that you give a better appearance if you do the best you can by yourself and then quit worrying about the weather and its destructiveness and spend your time in more pleasant diversions.

Taking this cue, the most preservative aid to freshness is at least one warm water bath with plenty of soap each day. Ben Simon's have something new which will make you feel like Marlene Dietrich in a Metro-Goldwyn-Mayer bathtub scene. "Bubbles" will soften the water and permeate the air with a delicate, refreshing scent. Of course, their foremost feature is that they bubble up around you until you look like an angel peeping out of a cloud.

I believe even the perfumers themselves will agree that in hot weather a cologne or softly scented bath powder is much nicer than any stifling perfume. Beware of the heavily scented ones this time of year as they may give someone the idea that you have substituted perfumery for the never-to-be-omitted bath. And too, many fellows are subject to hay fever. Golds have just the right answer to your problem with their combination special of eau de cologne and bath powder in a lingering, lusciousness called "Lilac" which is the perfect complement to summer freshness. "Seventeen," the creators of this youthful delicacy, are offering this combination for only one greenback at Gold's Cosmetic Counter.

Seems to me, I took a course on this campus once about personality, charm and beauty and I remember that good and careful grooming was stressed. It's only logical that hands would be the place to begin, for they are so much on display. Ben Your Hairdresser has a very capable staff of girls who can swish a mean brush of nail polish, and also knows how to keep hands and nails from acquiring that Mother McCree look. Revlon nail polish is on hand in every imaginable shade. They match it to your make-up, you know. Or you may buy the shocking red stuff by the bottle and apply it yourself if you have the knack.

When you feel confident you have done all for yourself that you deserve (never do less) and you are ready to enjoy yourself, take thee to the Varsity Theater

where a double feature is showing. A summer-weight comedy, "Zenobia" will give you plenty of laughs what with Alice Brady, Billie Burke, Oliver Hardy and Jean Parker all in one picture. That much talked about drama "The Man To Remember" with Edward Ellis is the second feature. You can really relax at the Varsity where it is so cool you feel like Admiral Byrd on an expedition.

If you want some not-too-strenuous exercise and don't mind being a kid again, get the gang together and go out to Capital Beach for a roller skating rodeo. It's only 35c for all evening and the skates are furnished. You have to furnish your own pillow, however, or suffer the consequences. Confidentially, everyone chooses the latter and loves it.

When you're driving around these warm summer evenings trying to pick up a cool breeze, tell him the best places to pick up cool refreshment are any one of Smith's Dairy Bars which are located at 33rd and A, 58th and O, 14th and South and 21st and G. There you can get ice cream in all flavors that have ever been concocted, frosty cold drinks and even sandwiches and other substantial. And there's curb service at each bar too.

If you contemplate indulging in that typical womanly diversion, shopping, I suggest you drop into Magee's dress department where you will find, as I did, brand new arrivals of Gail Gordon and Irene Karol originals in junior miss sizes. Frocks bearing these names have always sold for \$6.95 and \$7.95 and are now being offered for the lovely price of \$4.85, so you will actually be doing yourself a big favor by choosing one of these youthful creations.

"And by the old Harry," as my father always says, you'll want something new and frivolous to wear to the dance which will be going strong at the Turnpike this Saturday night, July 15. That "Trumpet King of Swing," Louis Armstrong will be hitting it sweet and high with the support of his seventeen musicians. He is also bringing that cute little gal who has made such a name for herself, Midge Williams. Armstrong himself has been doing right well, what with having made eight movies in the last eighteen months—just to mention, "Pennies From Heaven," "Artists and Models" and "Going Places." Did you know that Louis Armstrong has made more recordings than any other orchestra; did you realize that he is the highest paid colored orchestra leader in this country; did you anticipate a first-rate, hot-as-they-come, thirty minute floor show—well, it's all true, so don't miss him.

Statistician shows uptrend in state business activity

Nebraska's business activity continued upward in June, according to preliminary estimates of Arthur Aulsebrook, University of Nebraska statistician. Altho building construction declined, the gains in bank debits, department store sales, and postal receipts, after seasonal adjustment, raised the composite index 1.8 points over the May figure and almost 5 points over the April index.

Complete reports for May show gains in postal receipts, building construction, electric power production, new car sales, pay rolls, employment, and life insurance sales, and declines in bank debits and department store sales.

Elliott takes post as Walthill coach

Bob Elliott, Husker basketball ace and lead in Kosmet Klubs "Alias Aladdin" accepted the position of coach in Walthill high school, Saturday. Elliott will act as instructor in history and civics besides his coaching duties.

Three years on the basketball team, and a little competition in B team football prepare the athlete for this position. He succeeds Carroll Gast, who has taken over a similar position at Blair.

47 Teachers college grads placed in jobs

The following placements, effective this fall, have been reported to the department of educational service of the University of Nebraska:

- Dorothy Moulton, McCook, Neb.
- Kathryn Little, McCook, Neb.
- Bonnie Barr, McCook, Neb.
- Harold Huesler, Plattsmouth, Neb.
- Bertha Jensen, Lincoln, Neb.
- Frances Turner, Milford, Iowa.
- Gayle Goldsberry, Central City, Neb.
- Paul Miller, South Sioux City, Neb.
- Opal Jewell, Emerson, Neb.
- Dorothy J. Davis, Milford, Neb.
- Thelma DeForest, Ft. Hays S. T. C., Hays, Kas.
- Marian McAllister, Lester, Iowa.
- Marie Woerner, Fairmont, Neb.
- Dorothea Robbert, Mitchell, Neb.
- Gail Klingman, Tekamah, Neb.
- Elsie Mansfield, Osceola, Neb.
- L. B. Watkins, Humboldt, Neb.
- Elizabeth Detrich, Clarinda, Iowa.
- Pearl Russell, Wilber, Neb.
- Alvin Bolmer, Ponca, Neb.
- Emily Frandsen, Waco, Neb.
- Paula Smith, Allen, Neb.
- Leila Massie, Doniphan, Neb.
- Charles C. Clark, Edgar, Neb.
- Wilma Stott, Waco, Neb.
- Harold Harmon, Edgar, Neb.
- Russell Bierman, Anselmo, Neb.
- Janet Youngblut, Wilford, Neb.
- Annabelle Stewart, Scottsbluff, Neb.
- Marjorie M. Smith, Elgin, Neb.
- Pearl Manz, Sioux City, Iowa.
- Zelda Ebert, Central City, Neb.
- Rol Carney, Gandy, Neb.
- Sils J. Spader, Central City, Neb.
- Vera Martin, Rushnell, Neb.
- Albert Ross, Rosalia, Neb.
- Harry Reeves, Paxton-Sarben, Neb.
- Lois B. Long, Roseland, Neb.
- Leola Husenmoller, Riverton, Iowa.
- Evelyn Ripa, Wilber, Neb.
- Mildred Strough, Roca, Neb.
- Elizabeth Hornung, Fairman, Neb.
- Marjorie Scott, Lexington, Neb.
- Bestie Freeman, Curtis, Neb.
- Elizabeth Boehler, Auburn, Neb.
- Eva Wise, Auburn, Neb.
- Marie A. Yost, DeWitt, Neb.

Department chairman to attend army camp

Professor Jiles Haney, chairman of the department of mechanical engineering, is preparing to attend the reserve officers training camp at San Francisco during August. He will leave Lincoln the first of next month.

American dairy club head confers in Lincoln

J. Rockefeller Prentice of Chicago, president of the American Dairy Cattle club, was in Lincoln Sunday to confer with Professor H. P. Davis, chairman of the department of dairy husbandry at the University of Nebraska, in regard to recent research the department has been carrying on with its dairy herd.

The club has helped to finance the department's experimentation in the field of artificial insemination, and Prentice came for the purpose of checking results of the work.

His father, Col. E. Parmelee Prentice, owner of the famous Mount Hope farm at Williamstown, Mass., where significant dairy and agricultural research has been done in recent years, was honored by the university several years ago when he was awarded an honorary doctor of agriculture degree.

Young Prentice was on the campus two summers ago when he appeared on the program of the American Dairy Science Association national convention.

Dental chief plans 3 convention trips

Dr. B. L. Hooper, dean of the college of dentistry, will attend the annual conventions of various dental societies in Milwaukee the next several days.

He will be present for the American Dental Association convention July 17 to 21, the National Society of Dental Prosthetists, July 10 to 16, and, as president of

the American Full Denture Society he will preside at the meetings of that organization July 16 and 17.

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Hurry! Ends Friday!
Jack BENNY
Dorothy LAMOUR
and "ROCHESTER"
in
"MAN ABOUT TOWN"

Friday—
Jane's Got a Sweetheart
It's Happened at Last!
JANE WITHERS
"Boy Friend"
Plus! Second Hit!
"It Could Happen to You"
with Stuart Erwin
Ends Today! Hurry!
Calling Dr. Kildare!
LINCOLN

... We're Reserving the First 4 Rows For Tired Business Men When
"Million Dollar Legs" Starts Friday!
Ends Thursday!
"Tarzan Finds a Son" with JOHNNY WEISSMULLER
Stuart

Imagine Wearing Silk Stockings for 100 Days with Nary a Snag or a Run!

by Betty Lane
GOLD'S Personal Shopper

UNBELIEVABLE? Almost... yet it is true and I'm so excited about it I can scarcely write. Already I'm planning on how many more things I can buy for my vacation and office wardrobe with the money I can now save on Hosiery!

It's really another triumph of modern science that has brought it all about... and GOLD'S are now featuring these long-wearing BI-O-FILM Silk Stockings in their Street Floor Hosiery Section. Did you ever dream of having one pair of hose last for months? Well BI-O-FILM Stockings have been proven to give up to 100 days of service by washing them out each night and they may do the same for you. However, even if they last just one-half or one-third that long, they'll still be the very thing women have been dreaming of and hoping for all these years for they have been proven to give much higher average of wear than ordinary silk stockings.

"BI-O-FILM" is a scientific process that actually adds a soft, protective, invisible film to the tiny silk strands in hose giving them amazing durability, longer wearability and sheer loveliness. Tests have shown that repeated washings with soap and lukewarm water do not remove this protective film. The "BI-O-FILM" process also protects silk stockings from the damaging effects that perspiration has on ordinary silk stockings.

I can't go into all the technical details about the chemical construction of these stockings that look like gossamer... but I do know that they are 3-thread

chiffons in sheer fifty-one gauge and are lovely to look at! The toes, heels and soles are strongly reinforced. The Sy-Metra fashioned ankle adds much to their beauty and trim appearance.

One example of the on-the-leg wear test is given in a very interesting letter (dated June 12th) from Miss Whitaker, who has charge of the Information Service of the Merchandise Mart, Chicago. This being the largest building in the world, she walks more than most any person I know of. She says in part... "The stockings I started wearing May 12th and am still wearing without a break, are just as beautiful as when new; they have their original color and lustre and are still as elastic as when I put them on. I particularly like the way they fit around the heel and ankle and have had many compliments on how trim they are. The way these stockings look today, I have every reason to think I can wear them for several weeks longer."

You, too, will be singing the praises of these new hose as soon as you try them! Be sure to ask for the length you prefer, for they are correctly proportioned for short, medium and tall women. The lovely colors will add distinction to your summer ensembles. Oh... yes, I almost forgot to add that these extra long-wearing hose are priced at scarcely any more than ordinary hose... just 1.35 the pair or 2 pairs for 2.60. I'll probably be meeting you in GOLD'S Street Floor Hosiery Section... for I'm going to select my vacation supply tomorrow!—Advertisement.

SWIM....
Treat your date to something different. Take her for a cool, refreshing swim in the salt water pool.
ROLLER SKATE—RIDE—PICNIC
And after the swim, there are the breath taking rides to enjoy. Roller skating is one sure way to sweep her off her feet. And if she likes to dance, there is always a perfect band at King's Delicé Ballroom.
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