

# "Don't Forget" College Girls!

....for



Miss Jane Ellis, Tri Delt and a junior in teacher's college shown at the left. Miss Ellis is one of many conservative college women that make Rudge's her headquarters.

Miss Virginia Haney, Pi Beta Phi and a junior in teacher's college shown at the right modeling one of our new spring ensembles from our fashion salon.

## ...from Rudge's Fashion Salon

We've been "psyching" you. And we think we know all about you. You like your clothes bursting with ideas. You like them to cost a mere silver of your allowance—but to look as though you'd shot the whole works! You like mammoth assortments. And salespeople who are familiar with your background. You are sensitive to your surroundings. You have a nose for news. And you get as much fun out of being first to wear an important new fashion, as in being a first nighter at an important New York play. We know all this . . . we understand it . . . we approve it. And we've incorporated it into the by-laws of all our fashion departments. Which is not philanthropy . . . but the essence of good business. Once you discover us you'll stake a life membership claim. Your devotion will put a Siamese twin to shame. Let's launch this idyllic life tomorrow.

FASHION SALON—Second Floor

# Rudge & Guenzel Co.