Lincoln stores get in swing, follow latest style trends

In step with the spring of 1940, following the fashion trends toward wedges, torso length jackets, bright red, white and blue, and featuring gay play suits to follow the Easter run of suits and coats are the Lincoln stores.

Hovland Swanson's this year offers revolutionary new spring styles and colors. For the energetic lass who likes plenty of space for her trinkets they have a huge Lewis bag of Baby-Alligator in stip-red. Miller and Paine's have the new washable sanitized purses in all colors, and capeskin zipper bags with catching gloves.

Navy, black and checks.

Suits at Simon's this year are almost all navy and black, or else shepherd checks. They feature gay white touches which seem the very breath of spring. Dressmaker suits are popular at Miller's. They are showing Eton suits for wear late into the spring. New and different at Miller's are the tri-button front suits.

Miller's dresses are so diversified it is impossible to generalize. They have the new torso length jacket dress featured in every fashion magazine, short jackets, and redingotes. Waists are a little lower, and hem lines are just above mid-calf.

Lapel gadgets.

Catering to college girl tastes are Magee's leather lapel gadgets of every description, a blue leather soldier or a white leather zebra. Miller's have lovely lapel accessories, gay birds of paradise, jeweled and sparkling, or eccentric little figures if you prefer them. Sophisticated is the word for the Hattie Carnegie necklaces at Hovland's. One of them is a perfectly beautiful three-strank amber set.

But to get to what we're all very interested in—school and play clothes. Rudge's "Paula Brooks" classic shirtwaists are perfect for college girls. And they have the slack suit featured last month in Vogue. It is maroon chantung with a butcher boy jacket, and the waist is adjustable. Magees have the Va Vite one piece slack suit which slip off and on, and silk-jersey shorts and skirts sets, with long sleeves on the blouse of the one-piece short sets.

Shoes get 'wedgier'

Shoes seem to be getting "wedgy and wedgier" as Simons feature their bright chanille play shoes in almost every color. They also have mocassins, both the Honest Indian kind, and wedge soled ones. Hovland's have both comfort and individuality in their new Caper sets of bright colored calfskin wedge soled shoes and draw string purses.

Back in the limelight for probably the best season they have had in years are spectator pumps, and all the stores are showing them.

So go shopping for what you want, and whatever it is you probably will be able to find it.

Men!

Vote today for your Nebraska candidate in the All American College Queen contest. See ballot on page 2.

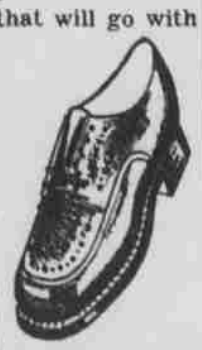
The N.Y.A. college program is reaching 18.8 percent more youths this year than last year.

The Carnegie Foundation for the Advancement of Teaching has resources of $26,917,932.

Flexibility, comfort are main features for men's shoes

By Bob Schlater.

Flexibility and comfort in men's shoes is to be the main feautre in styles this spring according to a survey of leading stores of Lincoln. New colors that will go with any type of clothing seems to be another outstanding item.



Using the same feature that is prevelant in all men's clothing this spring are the easy, comfortable shoes that are to be worn. Saddle shoes are going to be sold a great deal according to Magee's, a style center of Lincoln. Bill Wiley, ATO, has a pair of British Plugs which are seamless saddle shoes. The white is used thruout except on the tongue and shoe lace panel. Thick rubber soles make the shoes more outstanding.

Beige corduroy coat.

Also looking very springy was Jack Cole, Sigma Nu in a finger tip corduory coat of biege color. His shoes of tan leather blended in very well to complete the outfit.

Tans and twc tone tans are outstanding this year. Tan and white white which are so popular will be shoes which are so popular will be they are a summer shoe. The sports motive will be used here as in all of the outfits combining sport shoes with the more dressy shoe resulting in a more all-around shoe. Shoes this year will be more ventilated than every before thus affording a more comfortable shoe. Merrill Englund, Kappa Sig, wears a good looking pair of brown oxfords that lace at the side.

Moccasin pump shoes.

A moccasin pump shoe shown by Magee's will be worn by many of the college men this summer. These shoes which come in a two tone brown are ideal for sport wear. They are extremely easy to slip on and are light on the feet as well as being cool.

The definite trend in shoes seems to be toward sport shoes that will be adaptable to the sport clothes that are so prevailing this year. Comfort, flexibility, colors and soles are points to be watched in this years footwear. Lee Taylor, Beta, wears a very unusual pair of sport shoes that are built high and lace at the top.

The soles of the sport shoes have departed from the crepe and have gone to the heavy thick red rubber. This is ideal for spring thaw and rain weather. Many of the soles are an inch and a half thick. The shoes with their ventilation or perforations are extremely light on the feet and thus increase comfort.

Inquiring Reporter asks . . .

Students why they choose the college they now are in

By Bob Aldrich.

Brooding over the fact that many students change colleges in the middle of the stream, to garble an already badly used metaphor, the Inquiring Reporter decided Saturday to bring to light reasons why students are in their chosen colleges.

The question: "Why did you choose the college in which you are now enrolled?"

Why, for example, does a student enroll in a pre-law course only to discover the next semester that his heart belongs to Teachers college? Is it because the courses get too tough and he hopes to find it easier? Or is it just that "fields are always greener far away?"

Dick Delfs, Arts and Sciences junior.

I'm taking a pre-med schedule. This college offers the best variety of courses and gives the best background.

Bob Pearson, Biz Ad sophomore.

I became interested in bookkeeping and accounting in high school and decided to be an accountant. I considered forestry for a while but since I couldn't go to Fort Collins, I chose Biz Ad here.

Dick Ryan, Arts and Sciences senior.

I planned to take a pre-med course before I came here and there was never any doubt in my mind about a college.

Esther D. Davis, Teachers senior.

My father helped me to decide. Besides, teachers get a three months vacation and are paid about as well as an office worker.

Loretta Gzehoviak, Teachers college sophomore.

No particular reason. I just had the desire to teach in high school and enrolled when I came here.

Leslie Washburn, Arts and Sciences.

I'm taking journalism, partly because my father is in the newspaper business and because I took it in high school and liked it very much.

Paul Griffith, Arts and Sciences junior:

I decided to be a doctor when I was a kid—just never wanted to be anything else.

Leonard Chadek, Arts and Sciences freshman:

I have five uncles who are doctors and thought I ought to carry on the tradition. It's the only thing I've ever been interested in.

George Blackstone, Biz Ad, freshman:

My dad is an engineer and I didn't want to be one, so by the process of elimination I decided on pre-law. I also like to talk.

Vurla Meakins, Teachers junior:

I want to do missionary work in China. I am also interested in making mathematics more interesting for high school students.

Harry Dale Fike, Biz Ad freshman:

I was interested in accounting but had not made up my mind about a college until registration day. Then I decided on the spur of the momen.

Dwight Marchand, Engineering junior:

I always liked to take things apart and found out why they work and how so engineering was a natural for me.

Carson Doering, Ag college freshman:

I wanted to take vocational education and liked teaching. I felt that the field of teaching suited my abilities. I also want to teach physical education and the two work in well together.