

Welcome Alumni Back to Nebraska..
May Your Visit Be a Happy One:



WINNING TICKETS FOR THE FOOTBALL SEASON



There's a blue haze over the landscape these mornings as we come to work... the leaves, turned yellowish overnight, come fluttering down. Autumn subtly colored is moving with Indian Summer laziness into the picture—and it's Nebraska Alumni time again. So (if you're lucky) that important Saturday afternoon will find you huddled onto the seats at the Stadium... air pungent with Chrysanthemums, hot peanuts, and dust kicked up by the braves. Football clothes are the order of the day at Rudge's.

FREE: Get Your Megaphone in our Men's Department and Root for the Team!

Eve Carver Frock For Football Weather

... and office, and classroom, and luncheon in town... one of those heavenly classics that the American woman regards as her inalienable right, and wears in the grand manner. In Black, Soldier Blue, Wine, Green and Brown. Tailored with fine details and a stem-slim skirt to make it 100% perfect!

\$7.95

—Second Floor

Head The Parade

Luscious soft suedes, velvets, or felts in "yummy" colors like Crushed Blue, Soldier Jade, Cherry, Ming Green, Toile, Olive Stuffed Brown, Schoolhouse red, Licorice black.

Calot style with feather trim **1.49**

—Second Floor

The Duke of Kent A-head of Fashion

Wide, dipped brim in much the same colors as the calot—perfect for sports-spectatoring of any kind—and a honey, gay hat for a young, gay hat for all-fall "doings."

1.95

—Second Floor.

Camel Hair and Wool—R & G Fashion

By an American designer... just as American as football... or a hot dog. A young, gay smart coat in wrap-around style to ward off the winds of winter. Slightly fitted, wide girdle. Sizes 12 to 20. A honey!

19.95

—Second Floor.

What's Football without the Pigskin?...

Here's a beauty in natural, cork, white, black or brown. Beautifully tailored and stitched. Classic short length for sportswear.

2.95

Sizes 6 to 7.

—Street Floor.

NEBRASKA STADIUM

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R & G's Sport Shop Stars Casual Sweaters

Boxy, square-tipped sweaters in Sloppy Joe and long-sleeve slipovers... the classic of the campus and sports-loving women. In the most luscious colors to grace a football stadium. 32 to 40.

\$1.95

—Second Floor.

Richard Hudnut Creams

\$1

Who wants their skin to look like pigskin?... a silly question, but wind and outdoors have a way of playing havoc with complexion. Richard Hudnut has a complete line of creams for your Fall Beauty. But your pet is a "stitch-in-time" foundation cream called Glamor. Make Up... it comes in 3 shades, harmonize with your colorings.

Street Floor.

Millay Shoes in Alligator

The shoe with the "just like alligator finish" subtly hiding the fact that it's that sturdy, knock-about outfit. Smart for spectator sports that's 1940! in a streamlined beauty

\$3.99

—Second Floor.

NEBRASKA STADIUM

Belle Sharmeurs fit you perfectly

Perfectly proportioned... in Brev, Modite and Duchess lengths—so precisely fashioned that they are "exactly yours." Ideal stockings for spectator sports in 4 and 7 threads... or Alumni parties in 2 and 3-threads. In Dove, Maniken and Tanager shades. **\$1**

8 1/2 to 11.

—Street Floor.

Miss Coed—the slip that won't Ride Up

... and that's a joy untold when you're jumping up and down and uttering wild war-whoops for your favorite team. In bias or 4-gore style... of rayon crepes, satins or taffetas. Lace-trimmed or tailored to suit your taste. White, tearose, black and pastel shades. **\$1**

—Street Floor.

Rudge & Guenzel Co.

13th & N St.

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