

**This spring,
Choose
the
Look that
Looks
Like YOU**

or: What every
coed should know
about spring fashions.
There will be many
authoritative new
looks from which to
choose—your suits
can run the gamut,
from box jacket to
cutaway, and still be-
come **you**—your hats will
be smaller and
simpler, but still
fetchingly pretty—your
skirts longer, but
pleated, full or straight.
Your little bags and
white gloves have
a new importance—
pastels are concentrated
into whole costumes.
There's a whole new
fashion world to
explore, and better
value to fit your
budget.
So, this spring, pin
your faith to a Look that
Looks Like **You!**
and let us help you
find the fashion to
match you, and your
budget.

Hovland-Swanson

Hovland-Swanson
NEBRASKA'S FASHION CENTER

Mademoiselle collections, 14.95 to 29.95



mademoiselle shop
**swirls
into
spring**
with a new

Carlye
collection.

Designed with Carlye's magic shears, new Carlyes make the most of the feminine gender; top, new spring black, with a purely fascinating draped peplum. Left, the softer sleeve and skirt look. Other Carlyes with gay print tops over dark skirts, in a revival of the classic skirt and blouse look. Come in and see our new Carlyes.

29.95

Second Floor