

Howland-Swanson

Lincoln's only official MADE MOISELLE magazine store

brings you wonderful *New*
Fall '48 COLLEGE CLOTHES



We've dressed the most popular, prominent, prettiest co-eds to ever

cross the N. U. campus. Every year we travel miles to fashion markets

and clinics, interview col-

lege girls everywhere—just to know

what clothes make fresh-

men whistle, seniors swoon,

professors pause—which clothes

will win you your college

“bachelor” in no time (de-

gree or “tall dark and hand-

some”). To quote

a few: Precious Cash-

meres—purr-soft pullovers, matching

cardigans — cam-

us-preferred all 4-

years-through; Shine-any-time Date

Dresses in festive

fabrics; Class-and-after “Flexibles”—mix-and-match separates of tweed,

corduroy, gabardine;

Of course, a Rosenblum Suit—perhaps Topcoat-matched; For dorm

“yarning” or yawn-

ing, our

Ballerina Corduroy Study Coat;

And NEVER, never

forget the im-

portance of “Little Things”,

a shoulder-slung calf

bag, your scarf and anklets in N. U. col-

ors, a bangled bracelet.

ALL priced to please parental budgets—

YOUR brand new College

Allowance. In brief—our College Clothes Summary

is THIS:

Come in and see all! See you soon!

H. S.

