

**Brass Buckle Says,
"Welcome to
Lincoln!"**

Come on in and get acquainted with friendly service and super selection at Brass Buckle and save on your favorite fashion denims for guys and gals!

BRASS BUCKLE COUPON

Good for Any Pair of Regular Priced Fashion Denims For Guys or Gals!
\$3 OFF

Offer ends September 30th (One per customer)

- ★ Free Alterations
- ★ Free Giftwrap
- ★ Easy Layaway
- ★ Easy Exchanges



East Park Plaza—66th & O
Open Nightly til 9, Sundays 12-5



David Cremer/Daily Nebraskan

Ice cream treats satisfy the taste buds as well as help relieve the displeasures of summer-time heat. Judy Nygren eats a Malt Crunch Bomb that she has just purchased from Gene Neely, an employee of the Kool-It ice cream company.

Summertime screams for ice cream

Opinion by Mark Holt
Daily Nebraskan Staff Writer

There's no doubt about it, everybody screams for ice cream, especially during the hot, sticky months of the summer. Here's the scoop on where to satisfy those hankerings.

Cindy's Ice Cream Shoppe, on the second floor of the Atrium, is ideally located for catching shoppers who are suddenly overcome with desire. The selection was also tempting. Peach is the flavor of the summer according to employee Brenda Vats. "Summer Dream" and "Pina Colada" also seem to be popular, she said.

Haagen Dazs products are all the rage at The Ice Cream Parlor, 5563 So. 48th. The six-year-old family run operation claims to do very good business this

time of year. The gourmet Haagen Dazs stuff does a good job of pulling in quality-conscious clientele.

The iron horse of the industry, Baskin-Robbins, has outposts at strategic locations around the city. Always delectable and in top form, it has remained one of the businesses in the business. Elizabeth Overton, manager of the 12th and Q streets store, commented on the longevity of its popularity.

"Our quality is the best, and we serve the best at reasonable prices."

When asked what kind of person orders vanilla, she declined to say whether or not they were conservative Republicans. They're just "stable," she said.

The Cadillac of the Lincoln ice cream business is Ted and Wally's, the latest addition to the frozen dessert family at 213 No.

12th St. It has enjoyed a healthy turnover ever since it opened in March. Dean Kirschenman, part-owner of the establishment, credited their quality and selection for drawing customers in.

"Our air content in the ice cream is only twenty percent, as compared to forty percent in our closest competitor's product," Kirschenman said. "We also have a very high butter fat percentage, 14 to 16 percent. Our repertoire of flavors is about 65, and we have about 20 of those available every day."

On my most recent visit to the store I ordered the sampler pack for myself and vanilla with an Oreo smushed up in it for my companion. Both were pure heaven for \$1.50 a piece.

Whether your goal is to cool off, break your diet, or just have a neat snack, ice cream is tops no matter how you scoop it.

Mama Rosa's PIZZERIA

Pizza by the piece or by the pie.

DINE IN - CARRY OUT - FREE DELIVERY

Indian Village Shopping Center
13th & Arapahoe 421-2345

Downtown
1601 "P" St. 475-6850

COUPON

1/2 PRICE SPECIAL

ANY MEDIUM SINGLE INGREDIENT PIZZA

\$3.49

Not Including Tax

We're Close To You!

FREE DELIVERY

EXPIRES SEPTEMBER 6th, 1984

* Please advise of using a coupon
Additional ingredient regular price
Limited delivery area
1 coupon per purchase—not redeemable with any other coupon

LEVI'S 501 JEANS

Levi's® 501® Blue Jeans
Classic Shrink-To-Fit Denim.

Just like an old friend, Levi's® Blue Jeans keep getting better with age. And this is one friend you can rely on. Because every pair is made with tough XX denim and all the quality Levi's® has been famous for since 1850.

From the sturdy rivets to the double-stitched seams, you've got an unbeatable friend in Levi's® Blue Jeans.



QUALITY NEVER GOES OUT OF STYLE

ONLY 2 BLOCKS FROM CAMPUS!



LINCOLN ARMY & WESTERN STORE

Corner of 12th & P 474-3613