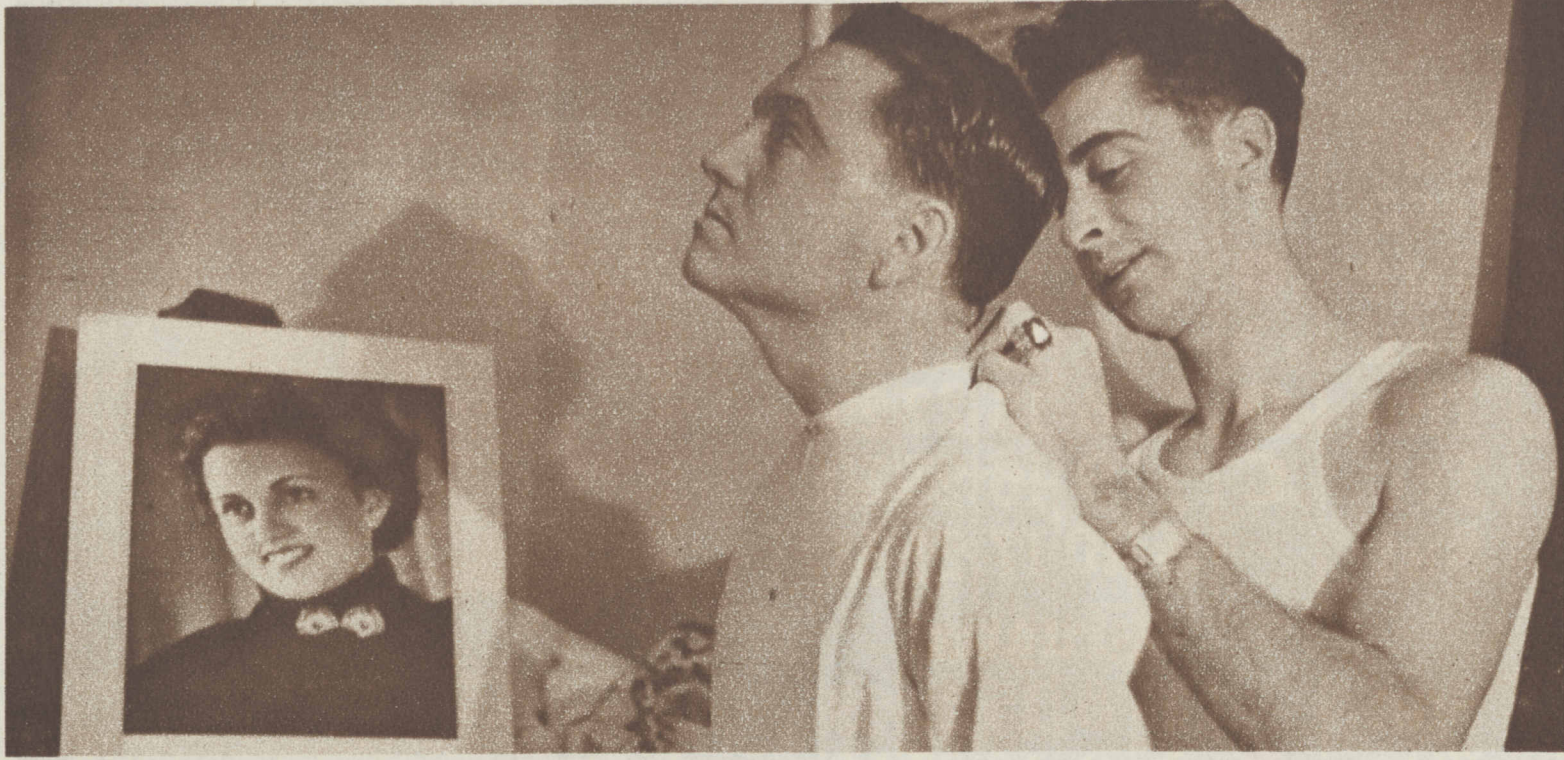


Collegiate Cabaret: A Soft Drink Night Club



1. NIGHT CLUB BENT, a University of Iowa man gets formally buttoned up for an evening at the Silver Shadow, liquorless bright spot officially operated on the campus to compete with the ubiquitous roadhouse.

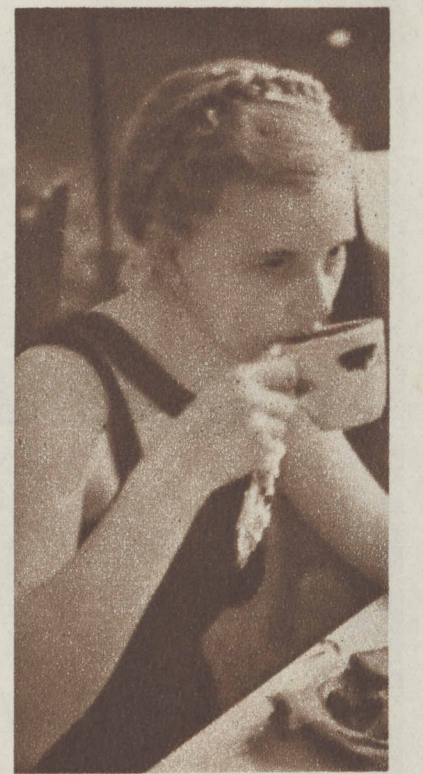


2. A PLEASANT FICTION gives the innocuous cabaret its name. The Daily Iowan, university newspaper, campaigned for a night club with entertainment that would keep students off dangerous highways. University officials christened it diplomatically.

Photos by a Tribune staff photographer



3. ROMANCE appears to flourish under the influence of soft lights and sweet music.



4. HOT CHOCOLATE is one of the Silver Shadow's most powerful beverages.

WHY YOU NEED



Every day some one needs this soothing, ointment to relieve the itching, burning or soreness of common skin ailments or injuries—

- Eczema
- Chapping
- Surface Pimples
- Dryness and Cracking
- Foot Irritations
- Skin Scrapes
- Minor Burns
- Chafing

Today may be your day. You never know when the accident may occur, or the skin irritation develop. Have Resinol ready to apply at once. Its oily base helps the Resinol medication to act most effectively and hasten healing.

Resinol Ointment and Soap sold by all druggists. For free sample, write Resinol, Dept. MN-12, Baltimore, Md.

Resinol



THE REAL PRIZE
In January Fur Sales!
MENDOZA
BEAVER-DYED CONEY

★ When January fur sales start, head straight to the store that features MENDOZA Beaver-dyed coney. The luxurious beauty of a MENDOZA coat is always a thing to prize. A store that features it at January sale prices is offering you true value.



★ Ask to see the new MENDOZA Nutria-dyed coney at your favorite furrier or department store.

COLOR GUARANTEED



5. DANCING, of course; and a student stage show gives a further authentic touch to the night club atmosphere.



6. YOUTHFUL SPIRITS, armed with such traditional appurtenances of the metropolitan pleasure places as confetti, paper streamers, and toy balloons, induce the hilarity effected in city hot spots by liquid dynamite. "Every one," said the Tribune photographer, "had a good time."