

Seventy-Five Thousand Students Have Regis- tered at the University of Nebraska

SINCE this store first opened its doors and few indeed are those who do not remember the old Yellow Front and the Genuine Service they have found there. Each year has found us with a larger and more complete stock to meet the requirements of University of Nebraska students. We have earnestly endeavored to make friends as well as sales, with the idea that good service rendered would invite future business. Our prices are no higher than the average, but it has never been our policy to shout low prices so loudly that inferior quality would be overlooked in the mad rush to the bargain counter. We have the *very best* at prices consistent with the quality, and our lower grades are proportionally lower in price.

Harry Porter 1123 0 ST.

Supplies for All Departments, Uni. of Nebraska