

Winners in Doubles in School Tournament GREENEDGE AND GREENBACK EASY VICTORS

MAKES RECORD-BREAKING JUMP Star Performers Win Out Easily---Make Fine Showing Latsch Brothers Store Leaps Into Prominence in School Supply Sales

Leads League In Batting

"Lifetime" of Shaeffer's Fame Ahead

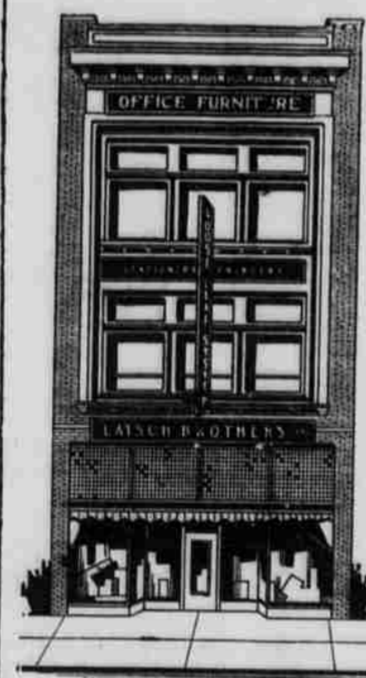
Lincoln, Nebr.—Lifetime still leads them all as a home-run swatter and is still going strong. Never before has such a spectacular performer of big league caliber been seen hereabouts. Lifetime is a king amongst fountain pens. Having an unconditional guarantee, all its competitors are handicapped to a discouraging extent. Those who have written with lifetime are satisfied with no other.

DeLuxe New Idol of Fans

Gossip of Fandom That DeLuxe About To Wed

The new idol of fandom who has taken the place of the would-be heroes of the day, is getting into the limelight again but through other channels. Dame Rumor is shouting that M. DeLuxe Ring Book and Miss Loosleaf System are about to enter into a lifetime partnership. This should be a most happy union as they are ideally suited to each other. Mr. DeLuxe is a worthy victor for Miss Loosleaf's favor as DeLuxe greenback ring books have supplanted themselves first in the good estimates of every student. Congratulations are in order.

A MOST SPECTACULAR PERFORMANCE



Old records for the high jump were put in the shade by Latsch Brothers in the yearly event at the University of Nebraska during the great Sept. meet. This firm made a wonderful showing in the 1923 event but their record this year surpasses anything ever seen. In the short interval of two years they have jumped from a cellar position to top place in the sale of school supplies. They have made their store a popular student's headquarters and are now selling the football tickets for all the home games. It is well worth everybody's time to visit this store as they carry every item for professional needs. Their store is at 1118 O street.



Lincoln, Nebraska:—New Champions were made when Greenback and Greenedge made a great spurt in the annual September Classics at the University of Nebraska.

As they made their appearance on the University courts they received a great ovation—an ovation such as is accorded kings and makers of kings. Their stately and dignified appearance was enough to throw a feeling of discouragement into their opponents and this no doubt had much to do with their easy victory.

Greenback, who is the veteran player, threw fear into their opponents as they recalled his prowess of the year before. His serve this year was greater than ever and rarely was ever a return made of it. He simply kept the contestants for the championship honors dizzy trying to handle his

vicious serves. Greenedge dazzled everybody with his class and showed himself a worthy running mate of Greenback.

These two will be great drawing cards for a long time to come. No greater champions have ever been seen and no more popular champions will ever be known.

Greenback was first introduced into University circles last year by Latsch Brothers who conduct a great school supply and office supply store at 1118 O street. Two years of careful preparation by them was required before he was ready for introduction into the competitive meet, the big September Classic at the University. Now after another year of intensive application they have appeared with this new winner, Greenedge, the twin brother of Greenback. We bow our heads to the Latsch Brothers who are showing themselves live wires in bringing out improved ideas.



BOTANY SETS

THERE IS A REASON WHY THEY'RE BETTER

ZOOLOGY SETS

THERE IS A DIFFERENCE IN OUR INSTRUMENTS

And at new low prices

LATSCH BROTHERS
1118 O ST.

CHALLENGES ALL COMERS

SEMI-HEX SAYS AFRAID OF NO ONE

Lincoln, Nebraska:—Semi-hex has thrown its hat into the ring and challenges all comers. Semi-hex says, "I don't care what they look like, where they come from, what color they are, how big or how small they are I am ready to go to the mat with any of them. I've got the stuff and don't feel like I'm boasting when I admit it. Bring them on and I'll stand any comparison that you want to make. The more reputation that they have the harder they'll fall. "And his boast seems not an idle one for as a lead pencil he sure delivers the goods."

Professional Men of Lincoln Know Where to Buy

We Sell to the Leading Architects Engineers and Draftsmen

Our Drawing Sets, Supplies

Meet the Most Critical Comparisons And Our Prices Are Right

LATSCH BROTHERS
1118 O STREET

MR. BRIEF CASE

Gets Large Following-- Plays Great Pocker Game

Mr. Brief Case of Latsch fame carried off all honors at the annual pocket billiards tournament this September. Pockets were easy picking for Brief Case and he shoved a wicked cue ell through the meet.

The whole Brief Case family at Latsch store is in the same class. It is known that their services will be in great demand amongst the University students.

SCRIP NEW INK

SHAEFER PRODUCT POPULAR

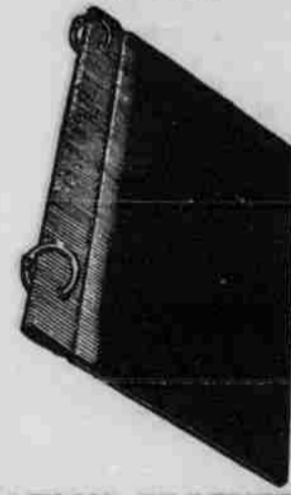
Lincoln, Nebraska:—Scrip is the new fountain pen ink that is blotting out all old ideas about ink. Scrip is the new blood that inevitably replaces the old and is here as the new popular writing ink.

Engineers Interested in Posts and Richters Instruments

Express Much Interest In Fine Sets At New Low Prices

Perhaps the biggest interest is shown in the sale of drawing instruments than is in anything else during the September competition for student business. Post's instruments together with Richter sets, have made themselves a reputation that will be hard to supplant. Engineers who have examined them claim that better quality material cannot be found. Contenders for this honor have been disappointed in losing out inasmuch as they see little hope in regaining the lost gound. By selling this class of merchandise, Latsch Brothers have secured not only a large volume of student trade but also a major portion of the professional trade. Catering to the opinions of the man who knows has made this possible.

LOOK AT THIS Only 15c complete with Paper and Rings



LATSCH BROTHERS
1118 O St.

TYPEWRITER PAPER

250 SHEETS 60c

20-lb. Parchment Bond—A better Paper at a New Low price

LATSCH BROTHERS
1118 O ST.

FOOTBALL TICKETS

On Sale At

LATSCH BROTHERS
1118 O St.

IT'S BOXED!

5 BIG REASONS WHY IT IS BETTER

- 1—GREENEDGED—Neater, does not show soil.
- 2—ROUND-CORNERED—No more "Dog-Ears."
- 3—PLATE FINISH—Takes ink nicely.
- 4—DRILLED HOLES—No More Ragged Punching.
- 5—AND ITS BOXED!—A nice way to keep it.

GREENEDGE
The New Popular History Paper Sold Only By

LATSCH BROTHERS
1118 O St.

IT'S GREEN!

IT HAS A FACTORY GUARANTEE

Ask the one who owns one

We sold hundreds of these last year and we're selling hundreds now. They stand the test—they're baked by a Guarantee that means something.

The first Big improvement in Ring Book construction in twenty years

GREENBACK

The improved History Cover sold only by

LATSCH BROTHERS
1118 O St.

DO YOU KNOW WHY

OUR LAUNDRY BAGS ARE BETTER? THERE'S A DIFFERENCE—

LET US TELL YOU

LATSCH BROTHERS
1118 O ST.

THEY COULD BE MADE CHEAPER

But at the sacrifice of important features of construction

Our Brief Cases

Will last through your professional career also

LATSCH BROTHERS
1118 O ST.

ONE DOLLAR

BUYS A DANDY GUARANTEED FOUNTAIN PEN

Have you seen Lifetime, the pen with an unconditional Guarantee? Will you let us show you Sharpshoot the pencil who is Lifetime's Partner?

LATSCH BROTHERS
1118 O ST.

LOOK FOR THE FOOTBALL PLAYER SIGN