

FRANKLY FELLOWS--FRANKLY

We've been so blooming
 busy
 getting a lot of you
 chaps ready
 to descend upon hte
 Campus
 we just haven't had much time
 too do much ad-writing

But

we want you to know that
 we're xxxx glad to see
 everyone of you again

And

you newcomers--we're happy
 to have you as part of the
 dear old Uni.



All of which leads us to the query--
 who knows best
 what a University man
 wants?

And we say---that's easy
 The University man HIMSELF

But

Next to him the style observers of



Above is pictured a smart ensemble of two button suit--Hemburg
 hat--narrower toed shoes.

HART SCHAFFNER AND MARX



The model the good looking chap above is wearing is a 3 buttoner--
 worn 2 to button.

Know best--for their
 primary purpose is to find
 out what University men
 will wear.

Here at Nebraska--The 2 or 3 buttoner
 will be both very good and
 in the smart shades
 of Brown, Dark Greens, Greys
 and Blues.



You can e sure that the
 hundreds of models you
 find here are

COLLEGE RIGHT

and

that goes too, for the
 rich looking conservative pattern
 Neckwear, Hosiery, Shirts
 Underwear, Pajamas
 the smartness of which
 is unsurpassed anywhere
 and remember, color and color harmony
 are paramount.

Let our Department of Correct Dress assist you
 in your selections.

Ben Simon & Sons
 FORMERLY ARMSTRONGS

A-P-P-A-R-E-L F-O-R H-I-S M-A-J-E-S-T-Y-T-H-E U-N-I-V-E-R-S-I-T-Y M-A-N