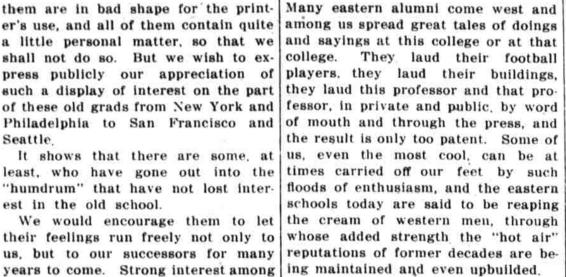


them are in bad shape for the print- Many eastern alumni come west and er's use, and all of them contain quite among us spread great tales of doings a little personal matter, so that we and sayings at this college or at that shall not do so. But we wish to ex- college. They laud their football press publicly our appreciation of players, they laud their buildings, such a display of interest on the part they laud this professor and that proof these old grads from New York and fessor, in private and public, by word Seattle



clothes made to your measure, you see the vast difference between merchant tailored and ready made. Our way costs no more. Besure to see our linefirst.

College Tailors

It shows that there are some, at least, who have gone out into the "humdrum" that have not lost interest in the old school.

We would encourage them to let their feelings run freely not only to us, but to our successors for many years to come. Strong interest among the alumni, we believe, is a more potent factor in developing college spirit and the personnel of the student body than are the actions of the undergraduates when taken alone.

An alumnus who talks of his alma mater at all and any times, who praises her to the skies, is one of the greatest factors toward bringing about just such conditions as his perhaps lurid imagination pictures.

Such enthusiasm is bound to have those who come after us. To so live looking for one of the greater univeras a student, and gradually the desired end is brought about. 0

braska." grads of Harvard, Princeton, Dart-

mouth, Yale and the other more adverwhereby so many sons of our more and in all places.

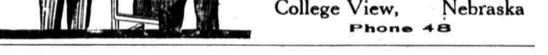
wealthy families have formed the We are not ashamed of you, unless idea that in those places alone he can you are ashamed of us.

Our high school friends and prep acquaintances who go east for an education return to us after four years seemingly considering themselves in a different class. Perhaps they are. Perhaps not! Quien Sabe? It is not for us to pass judgment.

It is but for us who are, or expect to be, alumni of the University of Nebraska to do everything in our power to improve the heritage of

its effect on the youngster who is and act and speak when we have passed into the broader circles and sities in which to matriculate. By activities of the business world that such tales he forms his ideals as to those youngsters who will in the futhe sort of life that should be lived ture help to put and keep Nebraska on a recognized plane with these older institutions may be influenced Such spirit on the part of the old to say to father, "Let me go to Ne-

Boost for Nebraska, you alumni, tised eastern universities has brought make it second nature to give the about the present condition of things, Uni yell, metophorically, at all times



FLODEEN & BRETHOUWER 129 South Eleventh St., Lincoln, Neb.

Every man who cares anything at all about his personal appearance knows that only a first-class merchant tailor can furnish the sort of clothes that will give him that look of distinction that a well-groomed and well-dressed man shows. At 129 So. 11th Street the firm of Flodeen & Brethouwer maintains a large show window that is always filled with a line of goods that are equal to the display of any tailoring establishment to be found in the west. The prices quoted on these goods attract attention, and the workmanship and fit is all that could be desired. Here you can buy tailor-made goods at hand-medown prices.

