



The
Safety
First
Store

THE MEN of Every Big Col- lege are Cheering *The Hudder*

Warm enough for cold weather, light enough for mild---
absolutely Rain and Wind Proof.

A Society Brand Coup

fully a year ahead of the times, and undoubtedly the best Overcoat your eyes ever passed judgment on.

The Hudder fabric is not woven, but knitted, which makes it wrinkle-proof. You can pack the garment in your traveling bag---when you take it out it needs no pressing.

Best of all, it's an all-purpose, all-weather coat, for motoring, traveling and street wear. Come in rich-looking and all-wool fabrics.

Aside from the Above We're Showing

The Finest and Largest Line of Overcoats in Nebraska

Every fashionable weave and model from the conservative Chesterfield to the sporty Balmacaans--- sizes to fit men of all proportions at the price you'll gladly pay.

We feature overcoats from the world's ten headline makers that for style and value present 25 per cent better service than any store anywhere can offer at

\$10, \$15, \$17, \$20, \$25 and \$30

This store is headquarters for young men's Hats, Shoes, Sweaters, Caps, Gloves, Shirts, Mackinaws, etc.--in fact everything a young man wears.

The Store Ahead

MAYER BROS. CO. Eli Shire, Pres.

THE LINDELL

B E T T E R T H A N E V E R

Prices consistent with good service. Improvements being constantly made. Catering to Functions of all kinds.

Noon Luncheon, 50c

At Fountain . . . 25c

Evening Dinner, 75c

PHONE B6565

R. W. JOHNSTON, Owner and Mgr.