

## QUARTERBACK

A Game of Football Strategy  
For Mature Football Players

Scientific  
Entertaining  
Instructive  
Exciting

Built by college men for college men.

A prominent coach writes:  
"It resembles outdoor football more than any game of this kind I have ever seen."

**\$2.00**

Ask Your Dealer

### Olympic Games Company

CHICAGO, ILL.

"A Game two can play at"

University Jeweler and Optician

**C. A. TUCKER**

JEWELER

**S. S. SHEAN**

OPTICIAN

1123 O St. Yellow Front  
Your Patronage Solicited

## Cut Flowers

We extend you a cordial invitation to call.  
Unique floral arrangements for all social occasions.  
Corsage Bouquets a Specialty

**Griswold Seed Co.**

Floral Dept., 1042 O St.

## ARROW SHIRTS

for every occasion.  
Color fast—guaranteed satisfactory.  
"Insist on Arrow."

**\$1.50 up**

Cleett, Peabody & Co., Inc. Makers

**THE DUTCH MILL**

A GOOD PLACE TO EAT.  
SPECIAL MUSIC

POPULAR PRICED MENS WEAR  
**KLINES**  
1132 O ST.  
LINCOLN - NEBR.

Do you need a change in underwear?

We are selling

**"HANES"**

Elastic Knit Underwear for

**79c**

Time to get in a new supply.

## HERE'S A MESSAGE THAT BEAR'S GOOD LUCK IN MONEY SAVINGS

and we wish to get it across to every Nebraskan who would start 1915 right.

# Our January Clearance Sale brings to you Wanted Winter Merchandise at decided Savings from former Costs.



No matter whether you need an overcoat, suit, furnishings, mackinaw, sweater, shoes, whatever you need, it's here at a reduced price, and all because we're clearing the decks for another season.

There is one point we want to impress most strongly, and that is: Our Young Men's Clothes are about a year ahead in styling that is right., the styles shown by us now in Society Brand, Fit Form and Sam Peck clothes will be seen in other lines next spring--that's food for thought which says: buy now and save from \$4.25 to \$17.25, as you please.

Men's and young men's Suits formerly sold at \$40.00 and \$35.00, ... **\$22.75**

Men's and young men's Suits formerly sold at \$20 and \$22.50, now **\$14.75**

Men's and young men's Suits formerly sold at \$15.00, now **\$9.75**

Men's and young men's Suits formerly sold at \$25.00 and \$28.50, ... **\$17.75**

Men's and young men's Suits formerly sold at \$16.50 to \$18.50, now **\$11.75**

Men's and young men's Suits formerly sold at \$10.00, now **\$5.75**



The Ladies too, can share in this sale for instance, our entire stock of Women's Coats, now one-half price, Women's Suits choice at two low prices, \$10.00 and \$15.00, the latter includes Suits worth up to \$50.00. Evening Gowns and Dresses now one-half price, etc.

THE STORE AHEAD

# Mayer Bros. Co.

ELI SHIRE, PRESIDENT

THE STORE AHEAD

### We Have Resolved

to satisfy the printing needs of the needs of the university students. If you can suggest any ways we have overlooked, we will sit up nights to produce results. IF IT'S NEW WE WANT TO LEARN IT.

**Graves Printery**

Specializing in University Printing

B-2957

244 N 11th

Where there are a sufficient number of students in a Club or Chapter House to justify, a special rate is made. Call at our office or telephone B-3355 for information.

## THE EVANS LAUNDRY

The Most Complete in Equipment.  
The Most Perfect in Service.

## THE CO-OP

The name means Co-operative—Planning, Buying and Selling—Co-operation between us to supply your needs. Remember it is

**The CO-OP, 318 No. 11th**

THE  
**Evans**

Telephone 62911  
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### Cleaners, Pressers, Dyers

For the "Work and Service that Pleases." Call B2311. The Best equipped Dry Cleaning Plant in the West. One day service if needed. Reasonable Prices, good work, prompt service. Repairs to men's garments carefully made.

## University Y. M. C. A. Cafeteria

IN THE TEMPLE

FOR UNIVERSITY FOLKS ONLY

**Quality Economy Convenience**

Meal Hours, 7:00—8:30 11:00—1:30 5:30—7:00.

## THE GLOBE LAUNDRY

Is Asking for a Share of the Student Trade.

**Special Rates for Fraternities and Clubs**