

GREEN BACK MAKES ITS APPEARANCE

Latsch Brothers, Inc., at 1118 O Street are Featuring New Improved History Cover

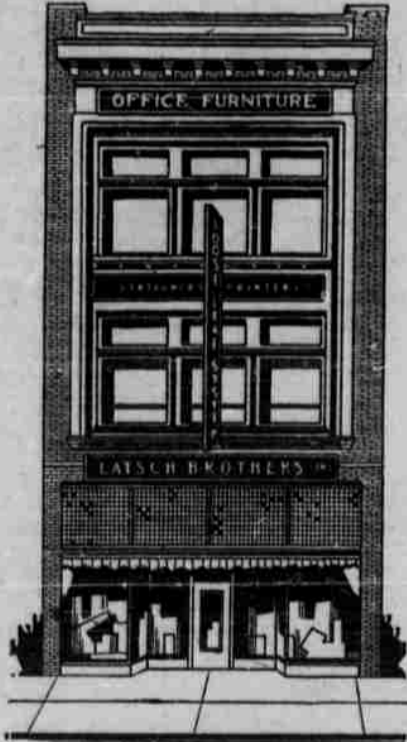
**BIG COLLEGE SUPPLY STORE
IS NOW IN ITS NEW LOCATION**

**Latsch Bros., Inc., Have Fine Store
at 1118 O Street.**

Uni. of Nebr.—Students of the University are finding the new store of Latsch Bros. Inc. an interesting place to do their buying. This firm was formerly located at 117-119 So. 12th St.

Their new store is modernly equipped throughout. New machinery has been added to the printing department so that now they produce the finest kind of social stationery as well as commercial work of all kinds.

They have one of the biggest and best stocks of school supplies in Lincoln. A visit to this store is well worth any ones time.



**ENGINEERING STUDENT
FINDS SUPERIOR PLACE**

**Says Greenback the Best
History Cover Made**

Uni. of Nebr.—I. M. Wise informs our correspondent that he has never seen a history cover that compares with Greenback. This statement from this estimable engineer is considered as an important endorsement of the new style of ring book construction. He says further, "This new ring book means much to everybody. Wasteful replacement of partially worn covers is now eliminated as Greenback carries an unconditional guarantee. No longer will it be necessary to discard a cover just because of the metal breaking away from the back. Therefore I heartily endorse this cover."

**NEW RING BOOK
POPULAR MERCHANDISE**

**Student Can Now Spend
Greenback and Get Green-
back in Return**

Uni. of Nebr., Sept. 17.—Students enjoy buying the new Greenback Ring Book, for every time they spend a greenback they get a Greenback in return.

The Greenback Note Book has an everlasting value like the greenback bill and therefore it is not uncommon to see it used as a medium of exchange.

Due to the fluctuation in the value of currency in foreign countries it has been suggested by student economists that they be encouraged to use Greenback Ring Books as a medium of exchange. Although this does not seem fully adequate, it is considered by prominent economists as being the most constructive suggestion that has been submitted in solution of the problem that confronts some of the foreign nations. Some even go so far as to suggest that it be used universally in that manner. At any rate it is expected that this will bring forth much discussion.

**STUDENTS FLOCK
TO NEW STORE
OF LATSCH BROS**

**Find They Can Purchase
Best Supplies at New
Store**

Uni. of Nebr.—Of marked interest this year has been the tendency of students to show a decided preference in the place to buy their college supplies. Latsch Brothers, Inc., at 1118 O street seems to be the favored place. This no doubt is due to their special and high class merchandise.

**ADD COMPLETE STOCKS
OF BOTANY SUPPLIES**

**Latsch Brothers Inc. at 1118
O Street Become Head-
quarters for School
Supplies**

Lincoln, Nebraska.—Of especial interest to University people is the fine line of botany and zoology supplies that is now carried by Latsch Brothers, Inc., at 1118 O street. Considerable favorable comment is heard upon this.

**A GUARANTEED
FOUNTAIN PEN**

For

\$1.00

—at—

**LATSCH BROTHERS
Inc.
1118 O Street**

COVER HAS AN UNCONDITIONAL GUARANTEE

Greenback made its appearance on the campus the very first day of registration. Needless to say it received a warm reception from everyone and has now decided to remain in our university circles. Greenback is a great buddy. Those who have just made its acquaintance are just as warm admirers as those who have known it for a longer time. For Greenback has never failed a friend. Dignified and handsome in appearance, sturdy and infallible in strength, it is without wonder that we notice its increasing popularity.

Greenback has come to us with the new era in ring book manufacture. It is the first departure in ring book construction that has taken place for many, many years. The unconditional guarantee that accompanies it insures the owner of having made no mistake in its purchase.

Heretofore makers of ring books have been forced to rely upon glue or stitching to hold metal parts and covers together. Under that type of construction the life of a ring back has been measured—not by actual wear but by the length of time that the cover and ring mechanism would hold together. There is no glue, no stitching, no cloth to hold the metal parts in place in Greenback ring books.

**GREENEDGE HISTORY PAPER
NOW ON THE MARKET**

**Latsch Bros., Inc., Introduce Attractive History
Paper at Regular Prices—Students
Very Pleased**

UNI. OF NEBRASKA, Sept. 17.—Students are manifesting considerable interest in the new green edge history paper on sale at Latsch Brothers, Inc. It must be admitted that this paper makes a much classier appearance in the ring book and has the advantage of not showing soil from finger prints upon the edge. This greenedged paper used in a Greenback note book gives a refined appearance that puts the old style of history paper and covers out of running. It is expected that within a short time history paper other than the greenedge will be a decided curiosity.

The first student who appeared upon the campus with this Greenback history cover filled with greenedge paper became quickly the center of a group of interested students. "Oh, boy! Isn't that a peach of a job?" "Gee, what a beauty." "Where did you get it?" "Who sells it?" "How can it cost so little and be so good looking?" Such were the exclamations and queries with which he was greeted.

UNUSUAL INCIDENT OCCURS

**University Student Appears on Campus Without
Greenback History Cover—Being Held
by Medical Officers for Mental
Examination**

UNI. OF NEBRASKA, Sept. 17.—Much speculative interest was aroused on the campus when a student appeared in the class rooms without a Greenback history cover. The eccentric young man was taken to a doctor for examination. When his green colored top-piece was removed it was discovered that he had nothing on his brain but hair. When questioned as to what he considered the most recent innovation in student equipment he replied that he thought the folding slate is. The unfortunate young man was advised that if he had not enough reasoning power to realize that Greenback is the proper answer that he had better depart for his home in Arkansas. He has not been seen since.

**SHAEFFER
LIFETIME PEN**

The Pen With the
Unconditional
Guarantee

It Fits the Hand
It Writes Right
See It

Demonstrated
at
**LATSCH
BROTHERS
Inc.
1118 O St.**

Headquarters for
School Supplies

**CARRYING CASES
FOR BOOKS**

\$4.00 and up

**BOSTON BAGS
Genuine Leather
\$1.79 \$1.79**

**LATSCH BROTHERS
Inc.
1118 O Street**

ARTIST SUPPLIES

Now Carried in Stock by
Prominent Business

Lincoln, Nebr., Sept. 17.—Artists will be glad to hear that a nice line of artist's materials has been added to the large stationery stock carried by Latsch Brothers, Inc., of this city. This firm has the biggest and most complete line of this kind of merchandise in the city. It is also one of the biggest houses of this kind in the middle west. They now occupy four floors and at the rate their present business is growing they will soon have to move again into larger quarters.

The Difference Between
GREENBACK

and other Ring Books is entirely in
your favor.

WHY the Greenback?

The green back is to identify the superior construction of De Luxe Greenback Ring Books—so that you may be able always to know Greenback at a glance and know what to ask for again.

It's a name you wont forget.

Just Across from the Dime Stores

IMA RUF USER ABUSES

PROPERTY OF ALMA MATER

**CAUSES CONSTERNATION IN FOUNTAIN PEN
CIRCLES**

Ima Ruf User has startled local fountain pen users with his remarkable fountain pen, which he calls the Shaeffer Lifetime. In a fit of anger he hurled it point foremost into the oaken side of one of the desks belonging to Alma Mater, as stupefied onlookers shuddered at his 'unmerciful treatment. Imagine their consternation as he roughly withdrew it upon the approach of the guiding hand of the class room and proceeded hurriedly to write his essay upon, "Gentleness to Inanimate Objects." Naturally, intense interest was aroused by this accidental demonstration of the amount of abuse this pen would stand.

Further authentic reports state that one freshman purchased such a pen and in his spare moments uses it for exciting games of mumble-peg. Another student who ranks so highly that he finds if necessary to make a quantity of carbon copies of his lesson answers uses this pen as it accomplishes this better than a 9H drawing pencil. He states that he is able to get on and ride this point without damaging it in the least.

The most remarkable thing about it is that the unconditional guarantee covers any damage to the point whether intentional or accidental.



For Sale
Exclusively by
**LATSCH BROS.
Inc.
1118 O Street**

SQUAKING SQUIBS

Greenback currency and Greenback ring books are equivalent values.

Lifetime Fountain Pen means lifetime satisfaction.

Greenedge history paper signifies a student with particular tastes.

Papeteries purchased from Latsch Bros. means papeteries for particular people.

History Covers

15c and up

Fountain Pens

\$1.00 and up

Automatic

Pencils,

10c and up

Rulers, 5c and up

History Cover

Rings, 2 for 5c

History Paper

Botany Sets

Water Colors

Oil Colors

Engineering Sets

Artist Supplies

Zoology Supplies

LATSCH BROTHERS, Inc.
1118 O Street

WHEN

You want Visiting Cards, Embossed or Engraved Stationery—when you want a high class job of printing—when you want excellent and courteous service—go to

Latsch Brothers, Inc.

1118 O Street

Ask to see our Process Engraving that looks like genuine and costs very little.

FOOT BALL

TICKETS

On Sale at

**LATSCH
BROTHERS
1118 O Street**