

Imaginative Scene of The New Cornhusker Hotel -- Homecoming 1926

U

Rah!

N

Rah!

Nebraska



Rock!

Chalk!

Jay-

Hawk

K

U

The Home Coming Foot Ball Game

Virtually Opens The Out - Door College Social Season

Forward Passes, punts, tackles and goals are unmistakable signs that it is time to provide yourself with the proper styled Suit and Overcoat: And they must be properly styled or you'll suffer in comparison with what the smart fellows alongside of you will be wearing.

All Styles Are "Centered" Around The Halfback

To be in style your clothes must give you the look of a Halfback in training—wider shoulders, narrow hips and the effect of increased height. The athletic appearance is what you must have—it's the style that "rules the world" this fall.

A Big Scoop Here In Overcoat Styles

Hart Schaffner & Marx are so close to men who create "style" that they have kept us well in advance. Here you will see the 1926 development of the popular guard model that is so flattering to men of athletic lines. Then there is the Tubular effect that the long rangy fellows wear with such distinction. The double and single-breasted box effects of lengthy dimensions. The burly great-coats. We are there with values too, that are just as far in advance.

The Rage of The Double Breasted Suit

This popular style finds its smartest interpretation in fine cheviots and unfinished worsteds in bottle blue, granite grey and Bracken. Some are in diagonal weaves, herringbones and various degrees of novelty makes. All of them have a dash about them that you have never seen in suits before. And so interestingly priced.

For 31 years "Nebraskans" have returned to this store. To thousands it is the "alma mater" of their education in "what to wear." Each year adds innumerable numbers—for it is an undisputable fact no other store so thoroughly and completely provides College men with the wherewith to wear.

Ben Simon & Sons
FORMERLY ARMSTRONGS
Apparel For Men, Women & Children



The craze for double breasted blue suits continues. Come here for "blues" of every shade, pattern and fabric—you'll find them.

Green caps are the only item that College men wear, or ever expect to wear, that this store cannot show you. Ask for anything else—and you'll find greater assortments here than any store in Nebraska.



Something new: The double breasted Tuzedo. College men everywhere are adopting it.

Fur Overcoats are highly in favor. College Men are including them as part of their wardrobe. Come in and see them.



The College Jacket—worn by every one. We have them in Leather, Suede, Fur, Sheepskin and Flannel. The "Brodeo" a sheepskin with red or green suede trimming is one of the best.

The new Tubular effect Overcoats—Calf and Ankle types are all here.

