

NO MORE BLINDFOLDS

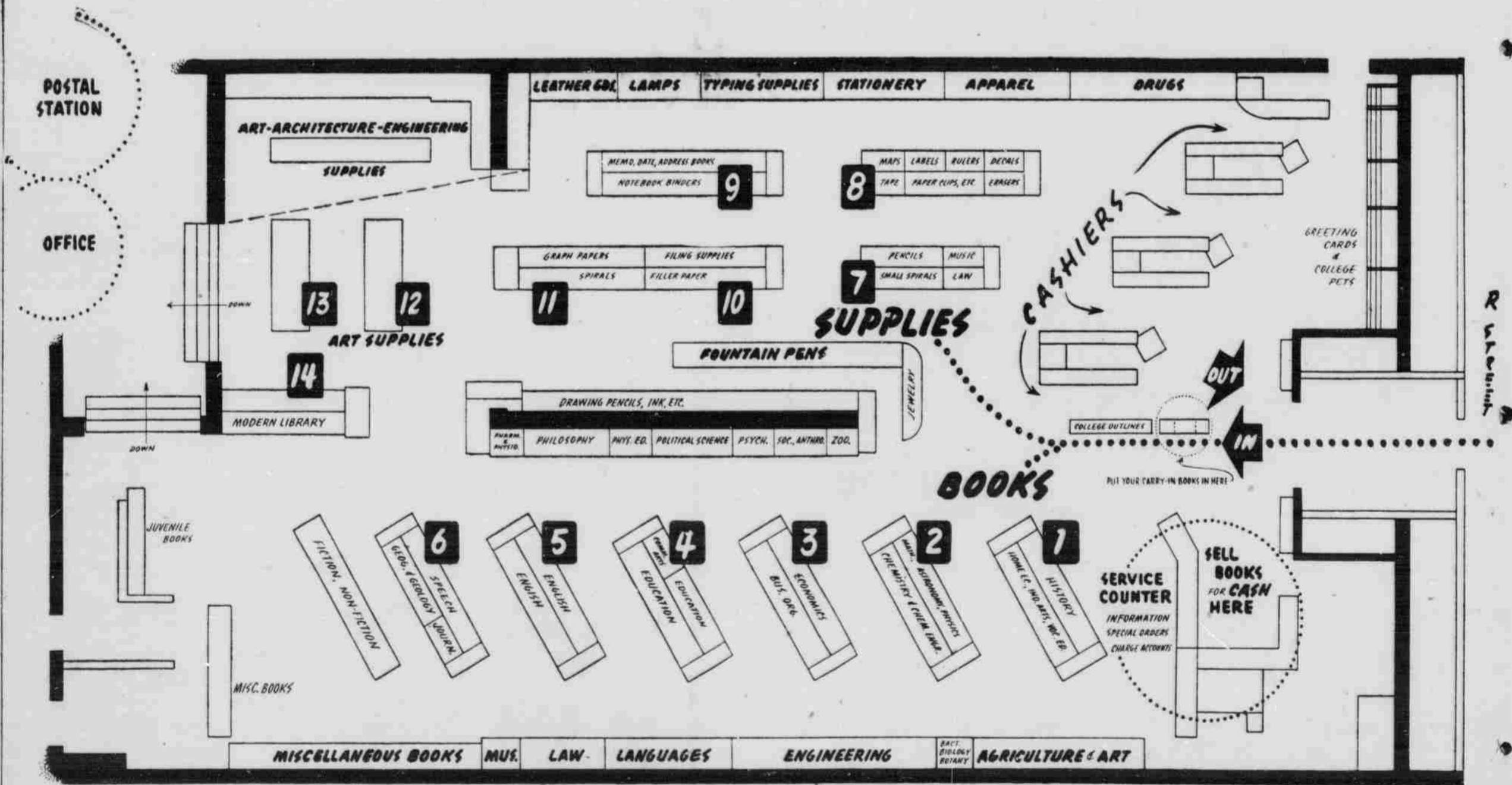
FOR YEARS WE HAVE UTILIZED EVERY MEDIUM OF ADVERTISING TO SHOW **YOU** HOW WE MIGHT SAVE **YOU** MONEY BY FURNISHING USED BOOKS—HOWEVER—WE HAVE NEVER BEEN ABLE TO ACTUALLY GIVE **YOU** A VISUAL PERSPECTIVE OF THE VAST QUANTITIES OF USED BOOKS MADE AVAILABLE BY US FOR YOUR SELECTION — **NOW** WE SAY WE HAVE REMOVED ALL BLINDFOLDS AND EXPOSED OUR COMPLETE RETAIL STOCK TO **YOU** THROUGH OUR RECENT CHANGEOVER TO SELF-SERVICE. ALL USED BOOKS AND ITEMS WITH A REDUCED PRICE ARE IDENTIFIED BY A YELLOW TAG — SO ON YOUR FIRST VISIT TO OUR REMODELED STORE TAKE NOTICE OF THE MOUNTAINS OF USED BOOKS MARKED WITH YELLOW TAGE SO **YOU** CAN:

PICK A YELLOW TAG & SAVE!



get your **FREE**

DESK BLOTTERS
BOOK COVERS
CLASS SCHEDULES



LET THE ABOVE LAYOUT OF OUR STORE HELP YOU GET ACQUAINTED WITH OUR NEWLY REMODELED STORE AND SELF SERVICE SYSTEM.

ALL SECTIONS AND DEPARTMENTS ARE WELL LABELED AND ALL GONDOLAS (ISLAND DISPLAY UNITS) ARE NUMBERED FOR QUICK REFERENCE BY OUR LOCATOR SYSTEM.



Nebraska BOOK STORE
1135 R St. Lincoln 8, Nebr.