NEWS OF INTEREST FROM IOWA

## COUNCIL BLUFFS

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| Western lowa College E. P, MILLER, Presiden |
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> "Something Nice in Front"
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IHAI SWELL HANG
"I want to see one of those 'dressy suits with that swell
hang," said a young man. We knew he meant a Hart, Schaffner \& Marx "Varsity" he had seen advertised in the magazines, we being exclusive Council Bluffs agents, and we had him fit out in a jiffy. He was instantly taken with the new neck and shoulder fit. "Varsity" suits start at $\$ 15$ and up. Think of stopping into a or without back lining, that fits better than the ordinary tailor can fit you. Perfect in style and exclusive patterns at a great saving in price. No fitting, no bother-
If you want such an experience, If you want such an experience,
call at Beno's and we will demonstrate to you the above facts No Clothing Fits Like H., S. \& M. Beno sells
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