 tates issues are presented

Nebraska Uivision Fight


It's one thing to sell suits--another thing to sell good suits
to stock a olothing store with suits. More than a hundred different makes are available. It is no trick to advertise even the poorest in glowing terms. But it is something of a trick to show a line more sightly, more serviceable and more moderate in price than the other stores show. It is a trick also to describe them in terms modest enough for the suits to verify. Enthusiasm has to be curbed. It is our ability to procure good suits, better for the money than the other fellows suits -and our ability not to over-praise them that makes this the busiest suit store in town and ours

## $\$ 10$ to $\$ 40$

## It is no trick

Most fellows pay these suit prices

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| :---: |
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How many suits


Lots of difference in overcoats

 $\mathbf{\$ 1 0 . 0 0}$ up to $\$ 50.00$

