



**Practical "Society Brand" Features**

**Coat**

- 1 Pencil pocket joining inside breast pocket.
- 2 Match pocket on inner left side.
- 3 Perspiration shields at armpits to protect lining.
- 4 Neck-cape; prevents wrinkling below coat collar. Patented.
- 5 Extension safety pocket; conceals and secures letters, papers, etc.
- 6 Buttoniere holder under lapel.
- 7 Watch pocket within outside breast pocket.

**Vest**

- 8 Side buckles to produce smooth-fitting back.
- 9 Watch guard in lower left pocket for fob or chain.
- 10 Pencil or fountain pen pocket; opens in seam of upper left pocket.
- 11 Vestee. Detachable and washable; attached with gold pins; adds dressiness.

**Trousers**

- 12 Permanent crease; keeps trousers pressed and prevents bagging at the knee. An excellent, practical feature. Patented June 16, 1908. No. 890792.
- 13 Cash pocket within right-hand side pocket. Permits carrying keys, knife, etc., on same side without confusion.

**Practical "Society Brand" Features**

**Trousers—Continued**

- 14 Guard in watch pocket to prevent theft or loss.
- 15 Pencil pocket in right-hand hip pocket. Very convenient, especially when no coat or vest is worn.
- 16 Braid belt loops. Neat, attractive, practical. None the less attractive with suspenders.
- 17 Tunnel belt slides; hold trousers firmly over hips and keep belt in place.
- 18 Two steel pivot pearl buttons at front of waistband. Add tone and smartness.
- 19 Loop in front for belt; holds belt in position.
- 20 Improved secret money pocket on inside of waistband. Closed and hidden by buttoning to inside suspender button.
- 21 Silk braid edging on hip pockets.
- 22 Our specially designed side pockets. Big, roomy, and shaped especially to follow the form of the hand. Pockets curve down to crotch.
- 23 Silk braid edging on watch pocket.
- 24 Hanger of colored silk braid.
- 25 3/4-inch turn-up for soft turn-up or permanent cuff.
- 26 Extension safety pocket; same as No. 5 in the coat.
- 27 Belt of same material, with patent gold buckle.

*"The Master Suit"*

# Society Brand Clothes

For Young Men  
and Men who Stay Young

**T**HE modern clothes-maker must incorporate more than merely fine tailoring and good fabrics in his clothes. He must also embody "lines" which give the wearer the appearance of perfect physique. Ask us to let you try on a Master Suit of Society Brand make. You'll like the effect of full, broad chest, trim waist and stately carriage—the graceful stride it encourages—and the air of refinement it gives you.

The Master Suit possesses the very latest style effects in men's clothes. It is tailored faultlessly—of staunch fabrics. On sale here—ready-to-wear—\$20 to \$40.

# Mayer Brothers

DRILL SHOES

HEID CAPS

**OLD ELEVATOR BREAKS DOWN**

**GIRLS IN GERTRUDE HALL TAKE TO THE STAIRS IN ABSENCE OF THE LIFT.**

The venerable elevator at Gertrude Hall yielded Tuesday night to the strain of the ages. As the result of a broken cable, it fell from the second to the first floor. Control of the car gained in time to prevent a serious accident.

**Glee Club Practices.**  
Practice is regularly proceeding in

the 1911 Cornhusker Glee Club. Twice in the last week both the sixteen permanent and the sixteen temporary members have met in a big song fest. The new material which appeared this season is showing up splendidly, and the prospects are all for a big success.

A number of songs are being practiced.

Bowling among women has been revived at the University of Chicago. At the bowling alleys Fridays have been reserved for their use and are said to be always crowded by (would you say bowleresses?).



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