

# REMEMBER!

We have quality tailors and can take care of any kind of work that you may have.

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## FOR YOUR MIXERS

Why not have the Best

# ORANGE-CRUSH

in Bottles or Bulk

# LEMON CRUSH



in Bottles

THESE ARE ALL FINE  
or perhaps

Our High-Grade Apple Cider

## COCA-COLA BOTTLING COMPANY

Phone B1776

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### BUBBLES

After receiving a number of circulars regarding the Texas oil fields, the prospective investor thinks of Texas as a (w)hole.

Some students are like automobiles going up a steep hill. They can't make the grade.

But then as a bolshevik would say, "That is only my radical belief."

#### Places of Interest

The coalpile is a suburb of the athletic field, located directly east of the fence forming the eastern boundary of this tract of land. Its altitude is high enough so that it commands an excellent view of the athletic field. On week days the coal pile is used as a reserve store for fuel for the heating of our university, but on Saturdays its aspect is entirely changed. It is then the meeting place of those studying the week and as a result areents who have had one too many dates waiting for their next check. Strange to say, the gathering always takes place from 2:00 to 2:30 in the afternoon and lasts until the referee has blown the last whistle. If a regular admission price was charged to the coalpile, the sum garnered in, would make the fifth liberty loan look like the war tax on an ice cream sundae. Those people who think that a revolution is coming in this country need have no fear as to this particular coalpile. There will be no strike there.

The question has been asked, "When is sorority not a sorority? According to the latest directory, we would say when the personnel is published under Fraternity members. In the back of that book entitled, "Who's Who and What Not at Nebraska."

Smith—Do you know that Noah was the greatest financier that ever lived? Dibbs—How do you make that out? Smith—Well, he was able to float a company when the whole world was in liquidation.—Tid Bits.

## STYLE HEADQUARTERS

WHERE Society Brand Clothes ARE SOLD



FULL  
DRESS  
AND  
TUXEDO  
SUITS  
\$45.00  
TO  
\$65.00  
READY TO  
PUT ON

## Refinements in Dress Clothes

Don't be satisfied with the ordinary in dress clothes. Pay a little more and get a Society Brand dinner and dress suit. You will gain poise and self-confidence in knowing that you are correctly and stylishly dressed.

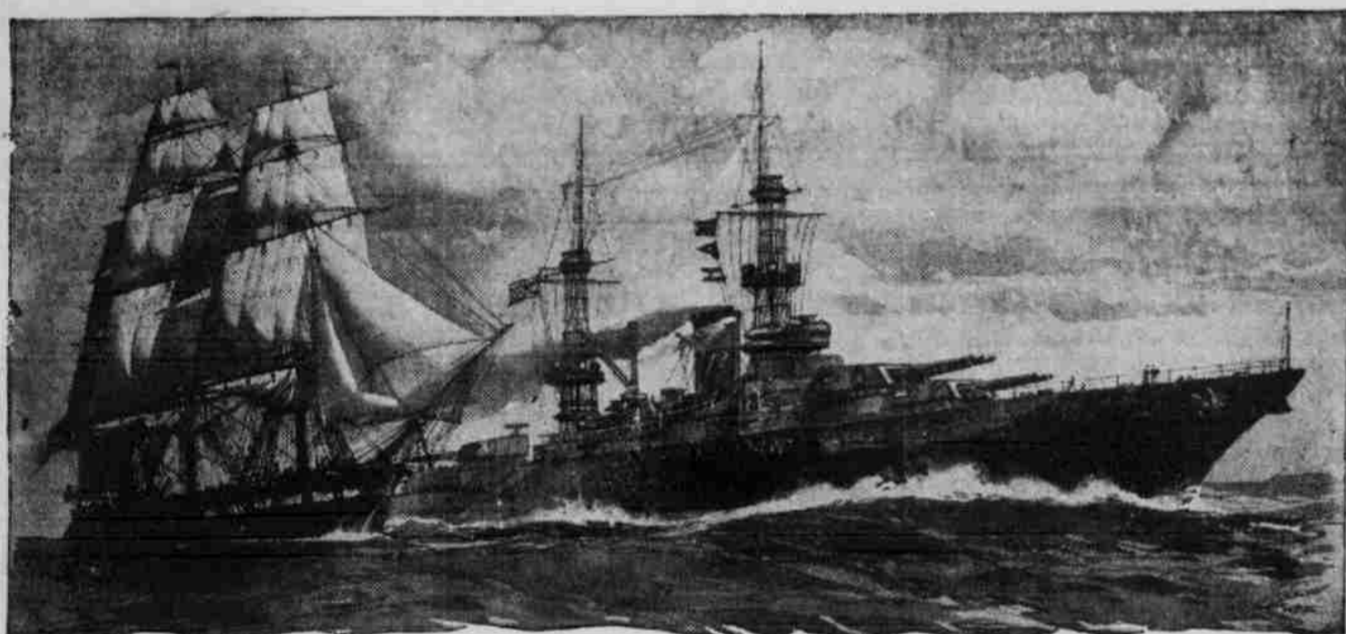
### Society Brand Clothes

FOR YOUNG MEN AND MEN WHO STAY YOUNG

Due to the finer methods of hand-tailoring and to the careful attention to details, these clothes have a refinement that is impressive.

# Mayer Bros Co.

ELI SHIRE, Pres.



## The "Constitution" of To-day—Electrically Propelled

THE U. S. S. "New Mexico," the first battleship of any nation to be electrically propelled, is one of the most important achievements of the scientific age. She not only develops the maximum power and, with electrical control, has greater flexibility of maneuver, which is a distinct naval advantage, but also gives greater economy. At 10 knots, her normal cruising speed, she will steam on less fuel than the best turbine-driven ship that preceded her.

The electric generating plant, totaling 28,000 horsepower, and the propulsion equipment of the great super-dreadnaught were built by the General Electric Company. Their operation has demonstrated the superiority of electric propulsion over old-time methods and a wider application of this principle in the merchant marine is fast making progress.

### Figures that tell the Story of Achievement

Length—624 feet  
Width—97 feet  
Displacement—32,000 tons  
Fuel capacity—a million gallons (fuel oil)  
Power—28,000 electrical horsepower  
Speed—21 knots

Six auxiliary General Electric Turbine-Generators of 400 horsepower each, supply power for nearly 500 motors, driving pumps, fans, shop machinery, and kitchen and laundry appliances, etc.

Utilizing electricity to propel ships at sea marks the advancement of another phase of the electrical industry in which the General Electric Company is the pioneer. Of equal importance has been its part in perfecting electric transportation on land, transforming the potential energy of waterfalls for use in electric motors, developing the possibilities of electric lighting and many other similar achievements.

As a result, so general are the applications of electricity to the needs of mankind that scarcely a home or individual today need be without the benefits of General Electric products and service.

An illustrated booklet describing the "New Mexico," entitled, "The Electric Ship," will be sent upon request. Address: General Electric Company, Desk 44, Schenectady, New York.

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