

## Natural Shoulders, Tapered Trousers Are The Trend

The trend for some time has been to the authentic traditional suit with natural shoulders and tapered pleatless trousers. This trend continues this fall and it is highlighted by lighter colors in men's suitings. Much will be heard from lovat, light-gray, pewter, and camel shades. An innovation that is really coming strong is the sport suit. This outfit comes with matching and/or contrasting vest plus coordinating trousers.

Camel blazers have shown more popularity unsurpassed by anything in the past. A&M men are showing considerable interest in these blazers. Tweedy or Shetland type fabrics are the most popular. A really coming color is burgandy. It is already prevalent in men's furnishings. Light-weight wool or wool and polyester blends are the best fabrics for Texas weather.

For the Finest in Men's Clothing

SHOP AT LOU'S

See ad on Page 8

**LOUPOT'S**

5,000 Aggies Can't Be Wrong

At The North Gate

VI 6-6312



### Dressed For A Job

The young man who is the fashion pace-setter of the campus whether dressed for class, or photographing a model, will be clad in smart Ivy-League.

## Fall Sweaters Will Be Full Of New Color

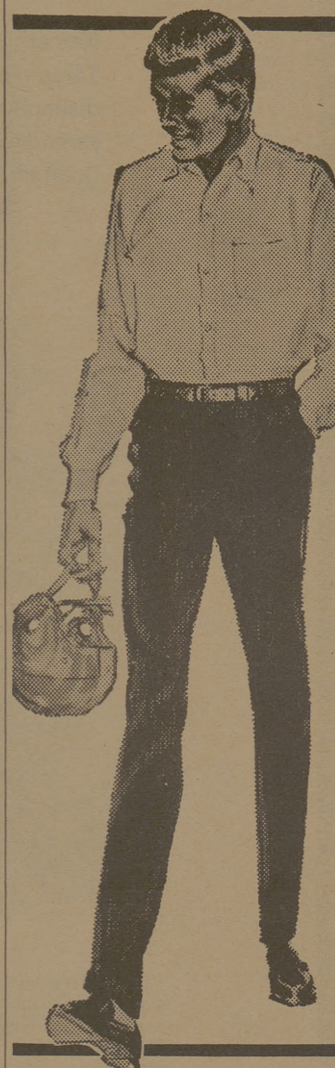
Sweaters have really come of age for fall. The colors styles, and fabrics available reads like a textile handbook. Wool, mohair, camel hair, alpaca, and polyester fibers dominate the fabric picture. Crew neck, high "V" neck, cardigan, and Scandinavian ski sweaters are some of the styles. Many variations of these styles have been introduced by numerous manufacturers.

Big, bold, and colorful are the striped dress and sport shirts shown this fall. One can choose from red, blue, olive, burgandy, bottle green, or multiples of these colors for dress shirts in

(See Colors, Page 7)

Get with it, man! You belong in traditional

## Post-Grad Slacks

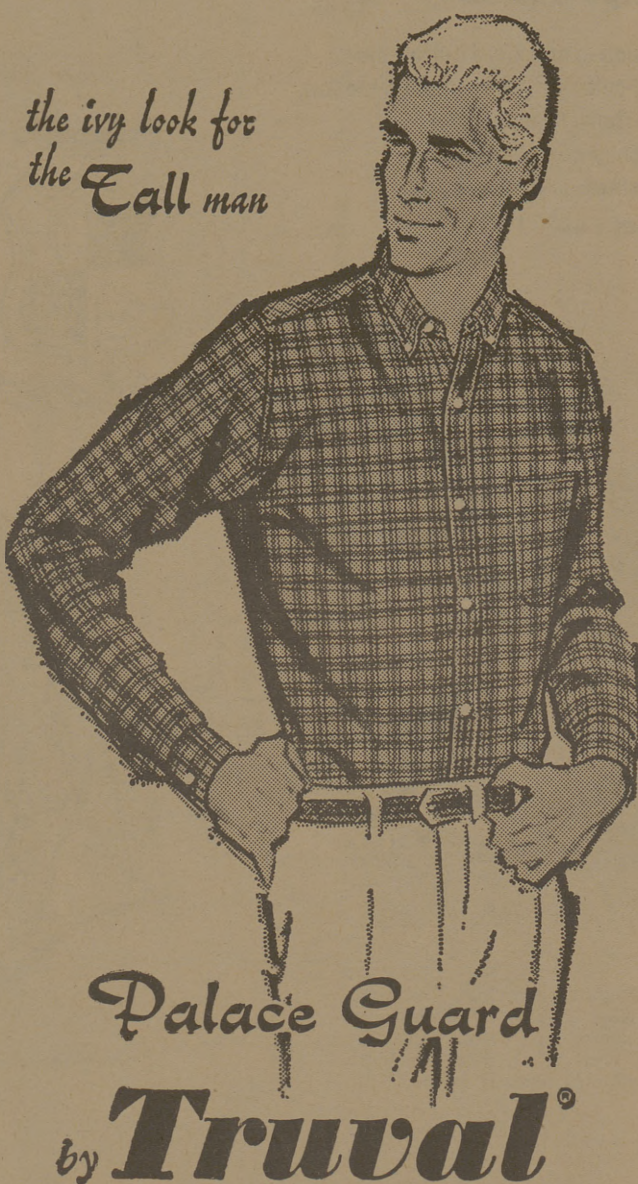


Smoothest pair of slacks that ever hit a campus! Trim, tapered Post-Grads have the authentic natural look other slacks try to imitate! Belt loops and cuffs are standard equipment. Pleatless? Of course! Pick out a few pair today—at stores that are "with it". Only \$4.95 to \$9.95 in blends of Orlon and other washable fabrics.

H.I.S. Sportswear

**LOUPOT'S**

Don't envy H.I.S. . . . wear them

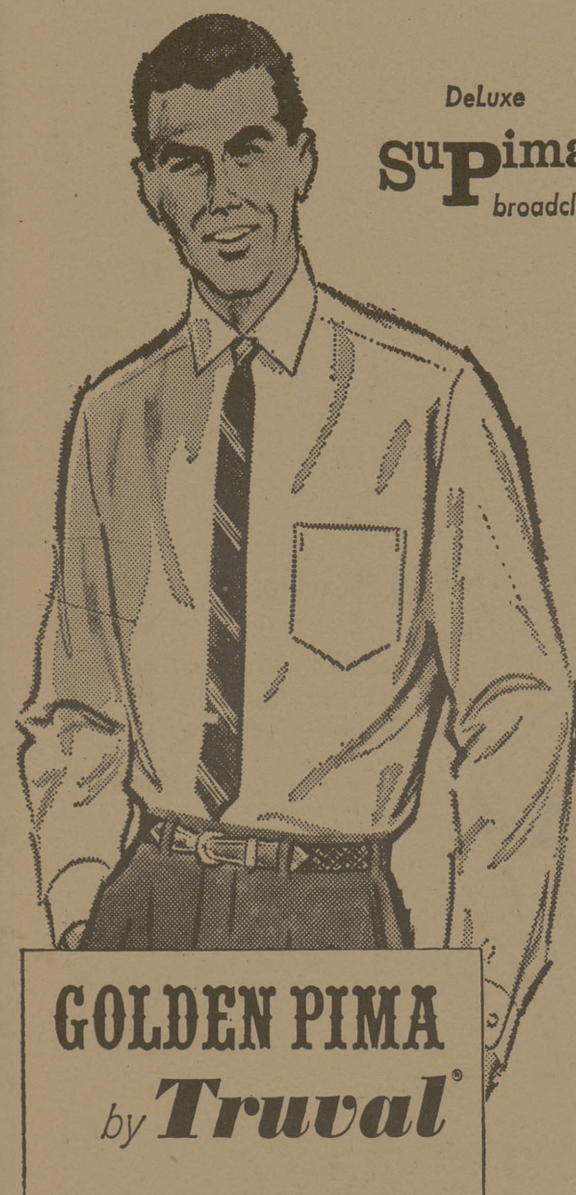


Palace Guard  
by **Truval**

If you are taller than average and have trouble getting a shirt to fit, Truval's Palace Guard collection is for you. Specially tailored with extra long body and sleeves. The Wash and Wear combed cotton gingham pictured above is available in a variety of smoky tone checks. Select yours today!

The Exchange Store

Serving Texas Aggies Since 1907



GOLDEN PIMA  
by **Truval**

as advertised in  
**Esquire**

**\$4.00**

Truval affords you a golden opportunity to be well dressed at a new low price. This fine shirt is craft tailored of SuPima broadcloth, the champagne of cottons. SuPima cotton is whiter than white, silkier than silk. Convertible cuffs are an added feature. See this splendid value today!

The Exchange Store

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**CENSORED**

The same principle applies to reading this, as does to shopping at Allen & Stone's 114 Traditional Shop. If you hadn't turned this page you could not read this. Unless you come in and see our traditional clothing, the loss will be yours.

P. S. We sell men's clothing.



**ALLEN & STONE**

114 Traditional Shop

**DOWNTOWN BRYAN**