

It doesn't take much looking to see that our selection of college men's wear will just about outstrip everybody else in the area. But the proof of the pudding is here. Come see for yourself. And it doesn't take a ton of money. Try out our vested ensembles that you can wear four ways . . . for less than \$80. Blazers and D B Jackets that mark your good taste, matched with pattern, permanent crease slacks.

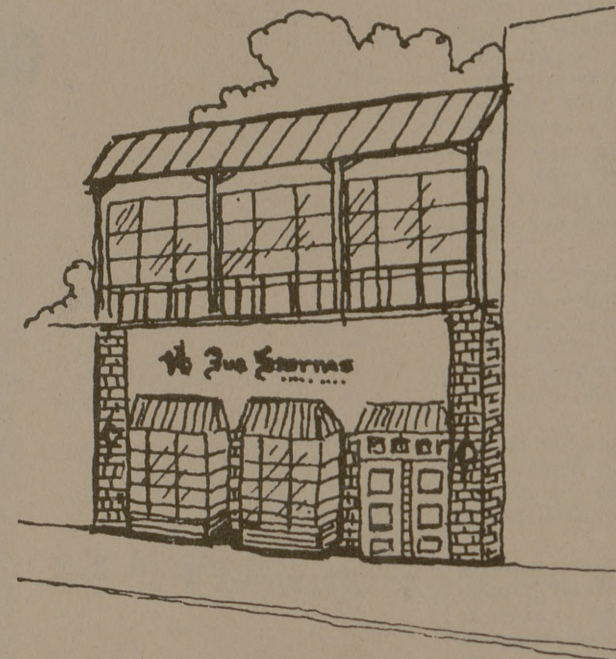


IVA STARNES UNIVERSITY MEN'S WEAR is part of the great "changing scene" at Texas A&M University. The Texas Aggie of 1968 comes from a broader segment of the vocations . . . his interests are wider spread. His education requirements are more diverse, and his needs and demands in clothing become an increasingly greater part of his University life.

We know that every major University in the Southwest has campus life supported by shopping districts containing fresh, new, aggressive men's wear stores whose sales are bolstered by young men demanding the new look at a price they can afford. Texas A&M is no different.

Prices on University clothing can sometimes be frightening. Our efforts are constantly to find good stylish merchandise that we can sell at fair prices . . . We don't run any races to see who can sell it the cheapest . . . but we guarantee you dollar value for dollar invested.

Our magnificent new store in Northgate will do justice to the men of A&M. We're delighted to be here, and we'd welcome the chance to shake your hand.

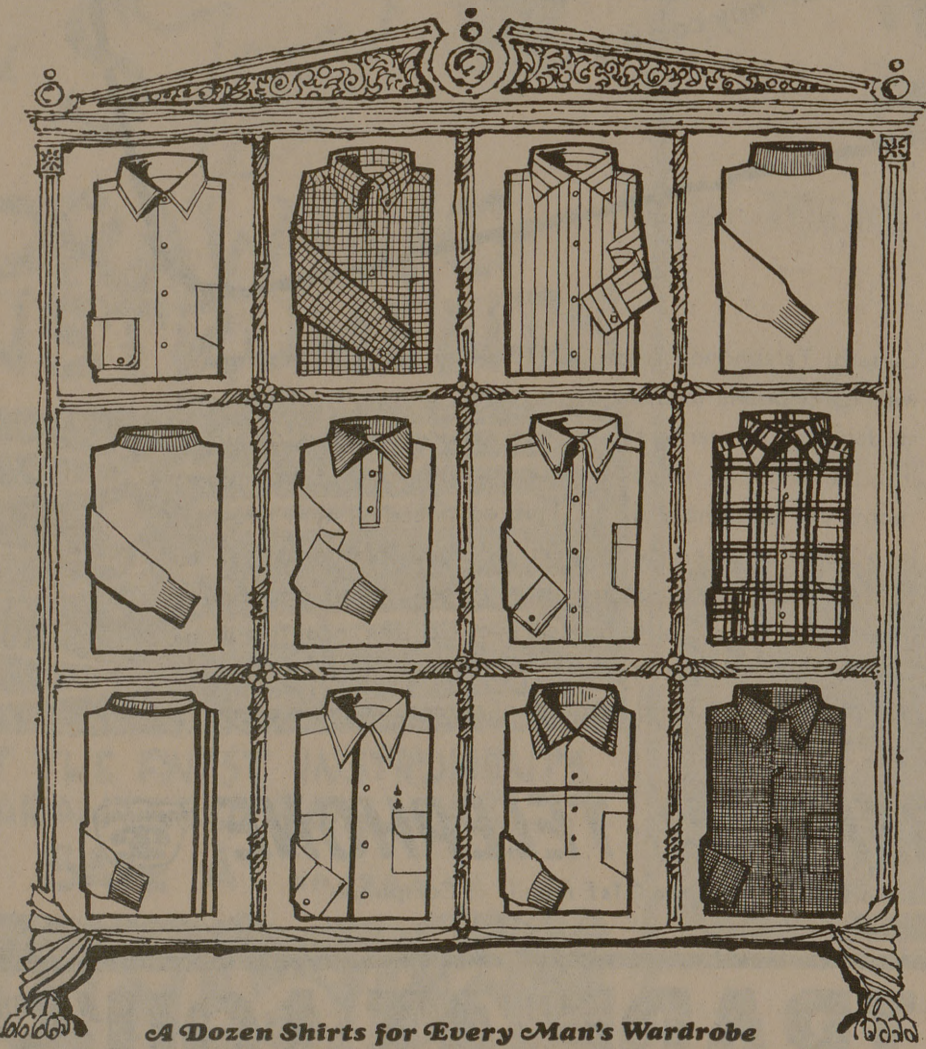
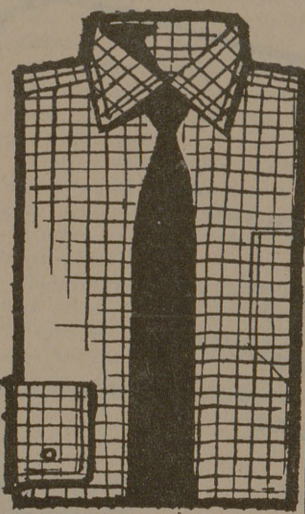


If you know Sero, you know that our shirts are leaders. Absolute look conscious, Sero makes only traditional shirts. We buy lots of them. Because we sell lots of them. \$8. Others specially made for us \$6.

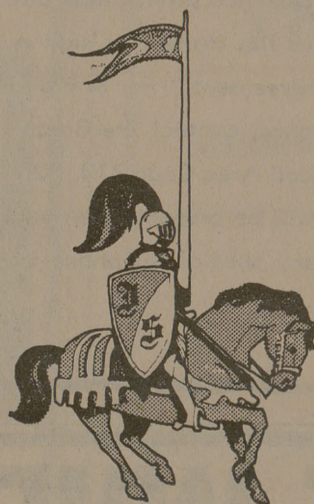


Cole-Haan

Cole-Haan is a way of dress for today's college man. Buckles Tassles, Benjies, U-throats, saddles . . . all these looks have a spot in your wardrobe. Painstakingly-made footwear in finest quality leathers, with fashion's pattern of simplicity in good taste. That's Cole-Haan. That's also us.



A Dozen Shirts for Every Man's Wardrobe



Iva Starnes
university men's wear

329 University Drive 713 / 846-3706
College Station, Texas 77840