

# DOUBLE TAKE

Take another look . . . or two! The 1984 Big Red Collection has a couple great ideas for you for Fall! Double up on colorful, comfortable sportshirts, sweats and jackets — all in red and white and all priced just right. So grab a partner, get down to Nebraska Bookstore . . . and take a second look!



Mascot Sportshirts \$22.95 each



Nebraska Sweats \$21.95 each



Award Jackets \$46.00 each

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MORE THAN A BOOKSTORE.

## NEBRASKA BOOKSTORE

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# Loveable Levi's live forever

By Kema Soderberg  
Daily Nebraskan Staff Editor

Somewhere in the back of everyone's closet, buried at the bottom of a dresser drawer, or maybe stuffed in a memorabilia box, lies a pair of faded, holey Levis.

Levi's, like snapshots soaked in good memories, become a little more endearing everytime they're pulled out.

Hems become fringe from too much dancing. Knees wear thin from camping trips. Patches deorate thread-bear butt ends. Indelible ink splotches appear on the thighs because of late night studying with . . . you know.

But, tattered and perhaps too small to fit the frame, these jeans are tucked away for posterity like a photo in a wallet.

Though worn out, these old Levis are rugged, it sometimes takes years before

they're ready for retirement. They're also inexpensive.

Kent Ebersole, a salesperson at the Hitching Post sums up the phenomenon: "The Levi is such a good buy. You can do anything in them. And if you ruin them, big deal, you can buy another pair."

In fact, Levis were born out of the call for rugged pants. According to a company history report, Levi Strauss headed for San Francisco in 1853 to sell dry goods and clothing to prospectors and settlers. Among his goods were rolls of canvas intended for tents and wagon covers.

Strauss hired a taylor to fashion the first pair of "pantaloons" or "wait-high overalls," as they were lovingly called. The pants had no back pockets or belt loops and were assigned the lot number "501."

Continued on Page 8

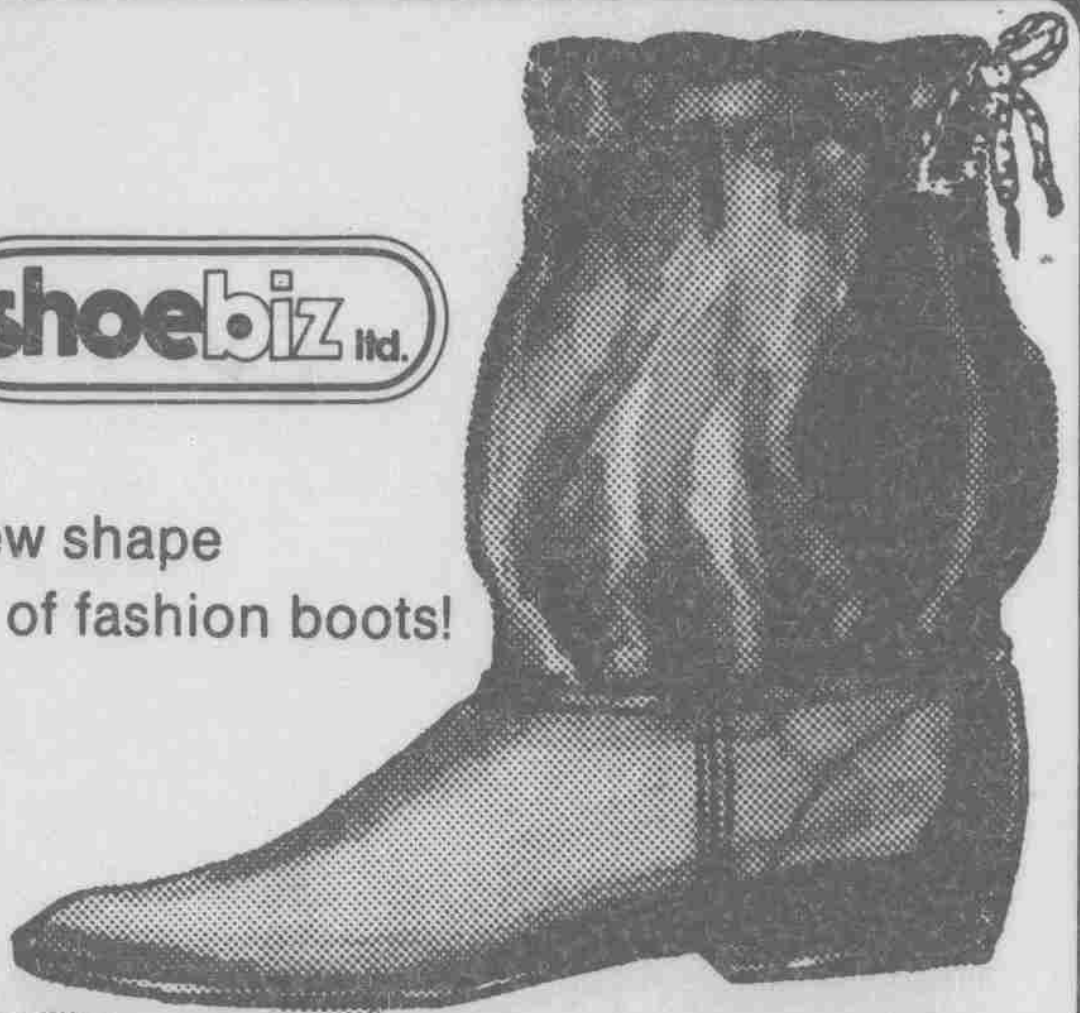


Photo courtesy Levi Strauss

Levi's "501's" have these folks in anything but the blues.

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new shape of fashion boots!



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in camel, black, grey, taupe,  
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