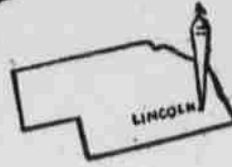


# CALIFORNIA CONSCIOUS

*and right for Nebraska  
this Spring and Summer*



**PORK PIE hat**

**KENT COLLAR**

**CARDIGAN sport coat**

**SLACKS—extended waistband**



Sure-fire successes for the campus . . . our forecasts for Spring were inspired, or manufactured, by the rising genius of California sportswear designers. (See below). They will interest college men because of their style details (cardigan jackets button in brass!), their subtle color harmonies, and downright luxurious comfort.

BARDON, BERTON, MALER, and RIVIERA are among the leading "Californians"; find their labels on our sport shirts, slacks, coats.

# MAGEE'S