



GOLD'S MEN'S STORE

is the home of many of America's

FAMOUS BRANDS

These are time-honored names in men's fashions . . . we have them all and many others, too!

HOLEPROOF*

Worsted-*tek*

STEVENS *hats*

Wembley

SWANK



Season Skipper
two complete coats in one

NICKOK

COLD-TOE SOCKS

HOLLYVOGUE

Carter's

MCGREGOR
SPORTSWEAR MADE IN U.S.A.



Reliance

PARIS



HANES

Glengarry
SPORTSWEAR

Wilson Brothers

SILVERTEX

NATIONALLY ADVERTISED
WINDBREAKER



Jockey

Smart Corduroy SPORT COATS



by "Seven Seas"

Corduroy . . . the high note for campus wear!

"Seven Seas" sport coats are tailored to perfection in the new fall shades . . . gray-green, tan, brown, rust and maroon.

18⁹⁵

Botany Gabardine

SLACKS

This is Botany's finest . . . which means the best made! Blue-gray, gray, brown. **19⁵⁰**

Other gabardine slacks . . . 15.00 to 18.50

GOLD'S . . . Street Floor Balcony

Van Heusen
ARROW
Beau Brummel

SHIRTS

Be it a shirt for leisure hours, for class wear or for strictly dress occasions . . . you'll find a tremendous variety of these famous shirts at Gold's!

- Beau Brummel 2.95 to 3.50
- Van Heusen 3.50 to 4.95
- Arrow 3.65 to 5.00

GOLD'S . . . Street Floor

Keep those clothes looking new
get an


Alligator

Raincoat, too!

Alligator . . . the most famous name in rainwear!

10⁷⁵ to 22⁷⁵

Rough Rider
CORDS
MADE IN CALIFORNIA



The top name in Campus Cords

6⁹⁵

Rough Rider cords can really take it! They're washable and pre-shrunk. The popular corn shade . . . also rust. Sizes to fit most everyone!

Sturdy corn shade cords for all-around campus wear. Sizes 28 to 36 waist, lengths to 36" in seam **5⁹⁵**
GOLD'S . . . Street Floor Balcony

Rabbee

Shoes for Men
Famed for Long Wear

9⁵⁰



Sturdy shoes with this wine-tipped wing tip pattern. Note the wide wall last and the notched welting.

GOLD'S . . . Street Floor

USE YOUR CHARGA-PLATE*

*Reg. U. S. Pat. Off.