



Carole Unterseher deserves an "A" for knowing the TEXTure for fall-tweed. Here it takes on a new elegant look with the accent of rich suede.



Rex Fischer not only knows his football but also that Magee's is the place to buy quality tailored clothes for school.



Holly Hawke can hardly wait for rush week or registration to wear her "tartan plaid" slim line transition, cotton.



Jack Braley, smartly dressed in the campus favorite—sport coat and slacks, certainly has that V.I.P. look for college.

MAGEE'S

Your Fashion Corner of Lincoln

Take a good look at your

College Requirements

Magee's is filled to the top with hundreds of college fashion ideas—each one majoring in good taste and campus-tested appeal. What to wear will be no problem for you . . . Magee's has the latest fashions and accessories for every campus activity. There are clothes for books and football games, to take you from morning labs to sleepy midnight hours. Choose your campus-correct wardrobe from Magee's and you'll be already for a wonderful, fun-filled year at school!

News for the Coed on-the-go

The smartest girls this fall will love our tweeds in jewel colors . . . amethyst, avocado, burnished gold and russet brown. Magee's is featuring tartan plaids, which will be a class-time or date-time favorite . . . as well as luxurious cashmeres with dyed-to-match flannel skirts. For those very special occasions, the tunic look makes its debut into college wardrobes.

"Ayes" for the Men's Ivy League Look

Magee's headlines men's fashion news with the Ivy League Look! It's style without exaggeration—presenting the new air of refinement and sophistication. You'll recognize our "natural look" by the narrower less obtrusive lapel, the smaller hat brim, the tapered trouser and the absence of pleats. Charcoal tones of grey, brown and black in soft finished worsteds, flannels, tweeds and coverts are fabric favorites.

Magee's YBA Plan . . . Ideal for a College Allowance

It's easy to pay for your fall wardrobe while you wear and enjoy it. With our YBA Plan, you may charge the merchandise without any down payment. Your bill is divided so that you will pay 12 equal amounts plus a service charge of only one cent of every dollar of each month's outstanding balance. Community Savings Stamps given for prompt payment.

Magee's Fashions . . . Most Likely to Succeed on Any College Campus!

