



BILL BECHEN — senior at University of Oregon has on a McGreggor bulky knit sweater with convertible collar; new flap-back polished wash 'n wear cotton trousers, and Florsheim brogues.



DELL SMITH — Senior at K. U. is wearing a Pebble Beach crew neck bulky knit sweater; flap-back polished cotton wash-and-wear pants; black Winthrop loafers. Sport shirt is by McGreggor. Sox by Interwoven.



DAVE REEDER — Junior at Denison University, wearing a Kuppenheimer sport coat; Rough Rider slacks, a button-down collar Arrow shirt, and the new Arrow narrow string tie. The flat top hat is by Stetson. Shoes are the new Florsheim Sorento, black. He is carrying a piece of Saddle leather luggage by Skyway.



VIRGIL BIGBY — senior at K. U. is wearing a new Sierra jacket and those ever-popular Levi's, and Lancer shirt. Note the Ivy League cap and the genuine English Brogues.

8 of our own home-town students... 8 smart outfits!

As usual, the well-dressed student goes back-to-school in "what-they're-wearing" clothes from

DICK REEDER'S STORE FOR MEN

Dick Reeder has the largest, most complete stock of "what-they're wearing" school clothes in Oregon. Come in, make your selection today from these famous brands:

- * Levi's Polished Cottons
- * Florsheim Shoes
- * Winthrop Shoes
- * Pendleton Shirts & Jackets

- * Arrow Dress & Sport Shirts
- * McGreggor Sport Shirts
- * Stradivari Sport Shirts
- * Lancer Sport Shirts

- * Levi's
- * Skyway Luggage
- * Samsonite Luggage
- * Botany Suits

- * Stetson Hats
- * Kuppenheimer Suits
- * Timely Suits
- * Rough Rider Slacks

- * Scully Jackets
- * McGreggor Jackets
- * Pebble Beach Sweaters
- * Puritan Sweaters

- * McGreggor Sweaters
- * Interwoven Socks
- * Munsingwear Shorts & T-Shirts
- * These are only a few of the famous brand names you'll find at Dick Reeder's for young men going back to high school or college!

FAMOUS MAKE BACK-TO-SCHOOL LUGGAGE—NOW 1/2 PRICE



STEVE REEDER — A freshman at University of Oregon, has on a three-button Scully knit-and-leather combination jacket; Flap-back polished cotton wash-and-wear pants; natural suede Desert boots imported from Italy.



RODGER SCHLICKSEISEN — senior at K. U. wearing a Pendleton shirt; holding a Pendleton Topster; and a Pendleton robe-in-bag. He is wearing new polished-cotton, cord wash-and-wear flap-back pants, and black imported English cordovan oxfords.



PETE BARNHISEL — Sophomore at Stanford University wearing a dacton and cotton McGreggor jacket with nylon fleece lining. The jacket is completely washable. He is wearing a McGreggor sport shirt and a pair of Rough Rider Ivy League pants, and genuine Winthrop cordovan oxfords.



JOHN VANDENBERG — A junior at Portland University is wearing an Ivy League McGreggor sport shirt and the new McGreggor full-length Ram Jet waterproof and completely washable jacket. Rough Rider Slacks, and black desert boots complete his back-to-school ensemble. He is carrying a Car Sac by Skyway.