

consumer's guide — to buying collegiate clothing

value: is the manufacturer a leading sportswear company? Is the garment skimpy or full cut? Is it a premium weight cloth? Are the shoulders taped? Is it labeled with proper washing instructions? Is the cloth content listed?

quality: are the dyes brilliant, clear, permanent colors? Are the zippers sturdy and trouble-free? Are the seams & hems finished? Are the designs clear & original?

style: are the styles & colors what collegiate America is wearing? Is it something new, comfortable, and stylish to be seen in? Is it a true Carolina Blue?

price: Is it competitive with other local sportswear stores?

Fall Fashion Forecast Shows Collegiate Clothing On Top



CAROLINA BLUE-TRIMMED SHORTS & T-SHIRT. 100% Sanforized Cotton Twill — with imprint. Available at Student Stores. Made by Velva Sheen.



SOFTBALL JERSEY. Raglan sleeves, contrasting sleeve & body color

Available at Student Stores. Made by Champion



BASEBALL UNDER-SHIRT JERSEY. Raglan sleeves, solid or ribbed collar, 100% cotton. **TRADITIONAL CAROLINA BLUE JERSEY.** Polycotton blend. Available at Student Stores. Made by Velva Sheen.



POLYCOTTON T-SHIRTS. Solid-color trim with imprints. Available at Student Stores. Made by Velva Sheen.



CAROLINA SWEAT-SHIRT. Heavily fleeced 92% cotton blend, knit cuffs & waist. Available at Student Stores. Made by Velva Sheen.

Intramural Teams

We have SHIRTS & JERSEYS for you

- ORIGINAL DESIGNS!
- ALL COLORS!

SPECIAL!

Order **Early** for your **GROUP** 20% discount

STUDENT STORES

GREEKS!

We have Russel Jerseys:

- ALL COLORS!
- LOWEST PRICES!
- QUICKEST DELIVERIES!

They're Sewn in Chapel Hill!

—also—

Greek Athletic Clothing

- PRINTED WHILE YOU WAIT!

SPECIAL

Order EARLY and get your GROUP a **20%** Discount

STUDENT STORES

Imprinting Service

Just about any gift or item of clothing you buy can be imprinted at STUDENT STORES with the name, slogan, device, symbol or design of your choice.

This is another way Student Stores hopes to help you have really different, personal clothes that reflect your personality and creativity.

Approach of Cooler Weather Met With Heavier Clothing

STUDENT STORES offers the latest in SWEAT CLOTHING and JOGGING SUITS for both professional athletes and those that just want to stay warm.

Independent studies have shown an amazing number of people like to wear SWEAT SHIRTS on Saturdays and/or while washing the car. Student Stores, in an effort to keep pace with this ever-present demand, now offers fashionable and functional HOODED SWEAT SHIRT models in several colors and both zippered and pullover styles.

Shouldn't You Be Locked Up?

If you need to be, or are worried about a security leakage problem, you can purchase any of the famous, reliable line of SLAYMAKER padlocks, bike locks, bike chains, etc., at STUDENT STORES.

COMPARE THE PRICE! COMPARE THE PRODUCT!



STUDENT STORES Year 'round
FILM PRICES
20% off all Kodak films.
DEVELOPING PRICES
20% off all developing.



Student Stores believes Tennis begins at home

There's no need to travel to ski slope or seashore for this sport. And after summer's crowds are gone court time can usually be had for the asking.

The burgeoning fall and winter tennis season is strongly supported at Student Stores with every article of tennis clothing the buff could ever need: shorts, jocks, kneepads, visors, tennis hats, Carolina tennis shirts, all colors of sweatbands, including fraternity colors, and even eyeglass holders.

WILSON TENNIS BALLS—the Optic Yellow, heavy duty variety, are offered at Student Stores for the amazingly low year 'round price of **\$2.79.**

HOLE-IN-NONE ATHLETIC SOCKS

- The first buy in athletic socks
- All lengths
- All the major GREEK colors
- Numbers put on while you wait
- Only \$1 to \$1.49
- Available at Student Stores

ATHLETIC BAGS

- All sizes & shapes, for any use
 - "Musette" bags
 - "Mon Sac"—the complete line
 - Book Bags
 - All at Student Stores NOW
- Get yours while the best selection is available!*



- 1 MATATG
- 2 CRUTPS
- 3 MDDR
- 4 RGGN
- 5 W
- 6 NGTLM
- 7 ENMY
- 8 WRRM
- 9 DERRVL
- 10 AMSQUID
- 11 CRIPS
- 12 GRNTH
- 13 PSF
- 14 DW
- 15 EINGTW