

FOR THE NEW LOOK... LOOK A-NEW at the NEW LOOKING PREP SHOP!



LONGITUDE WITHOUT LATITUDE

The Proprietor's concern for the geography between a young man's waist and ankle has these objectives: achievement of trim longitude with the least apparent latitude, longevity without the use of steel, and retention of shape and appearance for maximum length of time. New evidence of his progress to this goal is now in stock.

The Proprietor's exclusive "Guaranteed for a year of wear" cotton pants . . .
Jr. sizes 5.00 young men's sizes 6.00

Sta-Prest Pants never need ironing . . .
Jr. sizes 5.98 young men's sizes 6.98

Square-Ply Dacron/Cotton incomparable
Young men's sizes \$7.95

Hockmeyer Corduroys in regular and wide wales now in three models
Jr. sizes 5.00 Young men's sizes 7.00



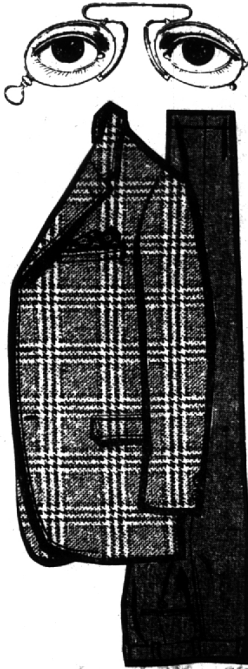
COLD REMEDY

On the way to classes; up, down or over the slopes outerwear presented by this proprietor is of the ilk desired by the most severe critics of this garment species.

Junior sizes from 14.95 to 29.95

Prep sizes from 14.95 to 35.00

Young men's sizes from 19.95 to 45.00



A BRASS-TACKS VIEW OF JACKETS and SLACKS

Student gentlemen of the proprietor's acquaintance take the brass-tacks view that leisure jackets and slacks should be suitable for more than a single term of wear. The proprietor prides himself upon supplying garments of such long life. Tweed sportcoats patterned in Herringbones, checks and glen plaids rate a hit-hit-hooray.

Jr. sizes from \$15.00 Prep sizes from \$25.00
Young men's sizes from \$32.50

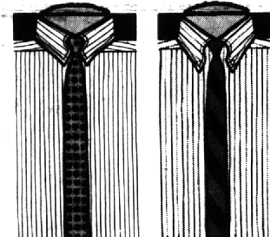


GREAT & NARROW

The rightness of stripes for the scholarly gentleman of any age who wishes to follow the path of sartorial correctness will become obvious with the briefest viewing of this establishment's dress shirts for Fall. In every width and shading of colour, such shirtings exert a definite slimming influence upon the appearance as well.

\$4.00 to \$5.00

The largest selection of stripes of all widths and colours which proprietor has ever presented. All tapered in all sizes for all to collect.



A COMPLETE GRID OF SWEATERS FOR SCHOLARS

The establishment has done the School gentleman's homework in the subject of sweaters for campus wear. It is suggested that these colorful, warming and comfortable styles will form the basis of a correct casual wardrobe on the campus of choice.

Sweaters numerous enough for the most discriminating collector in weaves, patterns, and colours that must be seen to be appreciated. Junior sizes from 7.00. Prep sizes from 9.00. Young men's sizes from 10.00. Featuring a Prep Shop inspired Dyed to match sweater and trouser Team-Mates by Kalamazoo. \$21.00 per set in four colours.



The proprietor wishes to state that although the appearance of the establishment has a new look the service is as of the days of yore. Lifetime free alterations on all Prep Shop garments, free mailing service to out of town locations, unconditional guarantee of satisfaction on all we sell, free subscriptions to the Tim Magazine for boys 6-12, and to Dateline Magazine for boys 13 to 18. And as ever, Prep Shop pencils for the asking plus, now and then, a special surprise gift.



The Prep Shop

Sartorial Refinements
For Young Men
227 Pierce Birmingham AL. 5-2154
Open Fri. 10 to 8 p.m.

THE NEW LOOK