

## Good as Gould



Gould Law School at USC is "Good as Gold" with how they get attention of prospective students. The USC undergraduate admissions orders 6,000 of the standard size BookWear® every year for 14 years to attract students. The law school has chosen a larger size "book" to differentiate themselves. "Try Us On For Size" is the title and a Gould t-shirt is inside. It's a great way to say "Welcome Future Trojan", which is also on the front. It gets the attention of any potential student.

**Happy 2019 to You!**  
**New Products & Prices for 2019**

[Website](#)



January 2019 Newsletter

**"Sometimes the bravest and most important thing you can do is just show up."**  
Brené Brown

## From Head to Toe



Spears Business School at Oklahoma State University is attracting their students with a surprise. Last year we produced little "books" for them with OK State SBS socks in them. The book title was "We're Stepping Up Our Business". This year their order was for scarfs in the books, beautiful scarfs with their logo and mascot prominently displayed. It celebrated their 100th anniversary!