



■ Nocona Adds New Boots

Nocona Boot Company just announced the addition of Texas A&M University and the University of Arkansas to the College Boots Collection, featuring university specific boots that provide the everyday fan with appropriate game-day footwear.

"We are thrilled to announce the addition of Texas A&M University and the University of Arkansas to the program," said Monte Nelson, Nocona Boot Company brand manager. "We are very happy with the success we have seen from this collection and anticipate even greater growth for our retailers with the addition of these schools."