

# HASPEL

## REFRESHABLE CLOTHES

The sun never frets or upsets active men wearing Haspel Refreshable Clothes. Lightest of all hot weather suits, they're cool, crisp, easily cleaned. Be smartly groomed with the "cool look." When it's too hot for any suit... you'll be comfortable in a Haspel.



Leading stores everywhere are proud to help you select

★ Haspel Cotton Seersuckers and Cords . . . . . at \$20.50

★ Haspel Sir Preme—the genuine blend of Celanese® and combed cotton in corded stripes and shark-skin effects . . . . . at \$25.50

★ Haspel Suit of Celanese®—"refrigerated" fabric in cool white, and handsome solid shades . . at \$28.50

★ The new Haspel Sir Ultra in luxurious shadow weave tones at \$32.50

Also Haspel Imported Irish Linens, leisure jackets and white Tuxedo coats. REG. U. S. PAT. OFF.

THE SMARTEST COOL SUIT . . .  
THE COOLEST SMART SUIT . . .

### Haspel

YOUR GUARANTEE OF  
THE HIGHEST STANDARDS IN  
REFRESHABLE SUMMER CLOTHING

The Haspel label...the mark of the genuine...is your protection. Sold only by cooperating dealers who subscribe to the Haspel policy of product superiority and consumer satisfaction.  
HASPEL BROS., INC., NEW ORLEANS



Smart  
new

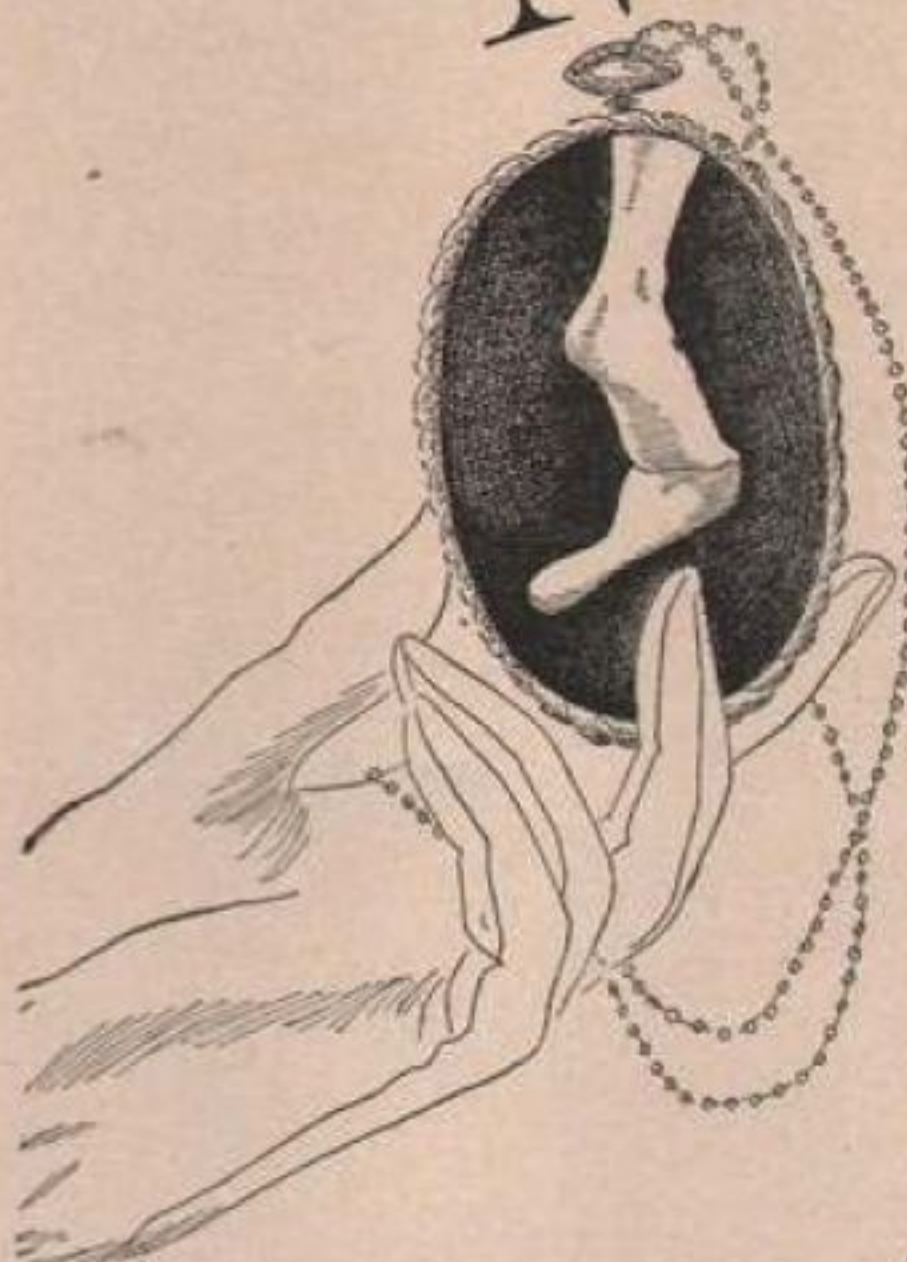


MYRNA

# Matrix

shoes

with the wonderful  
comfort and superb  
all-over fit of  
"Your Footprint  
in Leather"\*  
... A treasure  
at your feet



MARCIA



PRINCESS

Matrix Shoes are priced \$17.95 and \$18.95  
\*Reg. U. S. Pat. Off., E. P. Reed & Co., Rochester 3, N. Y.



Let's all

back the attack... buy War Bonds.

**what the best-dressed man is wearing today...**

We're still weaving and printing fabrics for him... now that he's in the service. And we're still making the famous Stafford Fabrics which, today as always, are to be found in the very finest neckwear.

These great textiles named for the little Connecticut town where they are printed, are loomed in the historic weaving district of Pennsylvania... from yarns of every description, some of them old as weaving itself. Some of them modern laboratory miracles. And tomorrow the Stafford label will be found on an entire new range of fabrics woven from yarns unlike anything seen before...made possible by today's wartime experience.

Goodman & Thayer styling... known the world over for superb colors and patterns... will then

be available for the smartest sportswear, dresses and shirts, labeled as Stafford originals, your complete assurance, tomorrow as today, of quality and artistic distinction.



GOODMAN & THAYER, INC., New York, Stafford Springs, Conn., Syracuse, Pa.



*Argyle Last*

Style 2537

Brown Scotch Grain

Heavyweight Sole

Leather Heel

MOST STYLES  
\$15<sup>95</sup> to \$19<sup>95</sup>

## The Nunn-Bush Business is One of *Satisfying Wearers* . . .

The name Nunn-Bush on a pair of shoes is a promise of unusual service . . . perhaps a shade beyond anything ever attempted before. In fact the Nunn-Bush quest for quality is so intense that we are satisfied only when Nunn-Bush shoes seem to *live* on the feet of our customers. ANKLE-FASHIONING should give *you* impressive heel-hugging comfort and extra money-saving months of smartness.

*See Your Local Nunn-Bush Merchant*

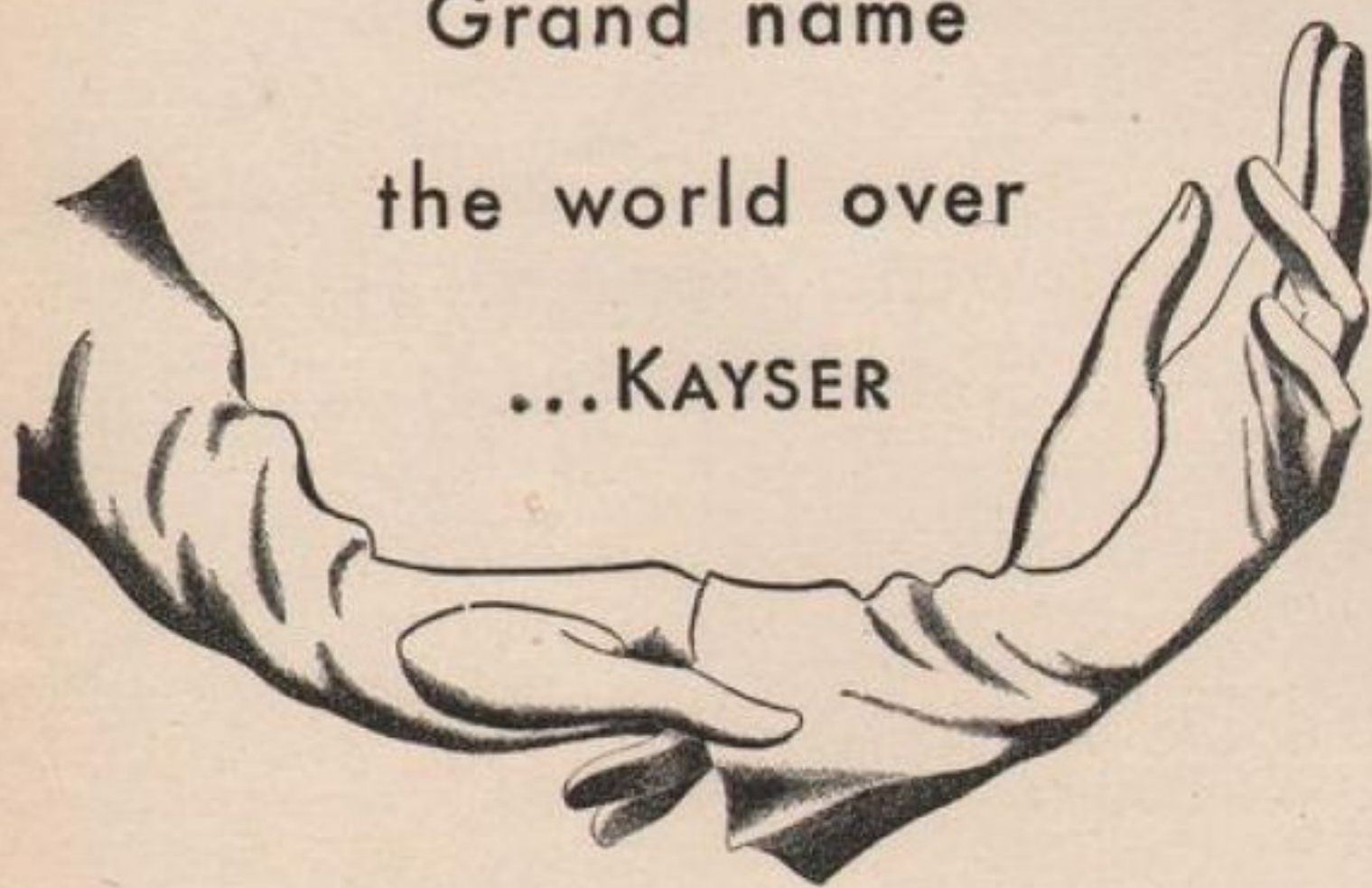
NUNN-BUSH SHOE COMPANY • *Manufacturers* • MILWAUKEE 1, WISCONSIN



The  
ONE Brand name  
that's a

Grand name  
the world over

...KAYSER



**KAYSER**

GLOVES • UNDERWEAR  
HOSIERY • LINGERIE

*If you must buy... Be wiser buy Kayser  
- but buy War Bonds first*

# That Jantzen Girl is here again!

Here she is, men... the girl you love to look at... on every beach, at every pool, wherever there's summer... water... fun... wherever there's sunning or swimming to be done. She's every girl you know, every girl you want to know, made lovelier, more vivid, more exciting, by Jantzen's new "Lantex" swim suit fabrics, thrilling colors, foundation technique that really controls, a new Jantzen Beauty-lift Bra that really lifts. She's an exciting new interest coming into your life... for her, look your best in trim athletic Jantzen trunks.

**Womenswear**... 1941 Water-Valve sensation, as "Varga-lah" as it looks. 8.95  
"The Surfer"... Valva-Lure trunks, fastened the Jantzen athletic way. 3.95  
Other Jantzens for Women 4.95 to 10.95  
Men's Trunks 2.95 to 4.95



*a Jantzen*  
4

At leading stores, or write for illustrated style folder.

JANTZEN KNITTING MILLS, PORTLAND, OREGON; VANCOUVER, CANADA

# Discover this secret of Loveliness!

• For romance, or wherever fashion gathers the perfect bust-line is first to attract the spotlight of admiration. It can be YOU! With "Disguise" your bust contour instantly presents the very peak of feminine loveliness. Correctly styled . . . perfect lines. Featherweight, removable foam rubber pads are ingeniously concealed to create the illusion of figure perfection. Added features are:

- Removable Foam Rubber Pads
- Deep-Plunge Neckline
- New Front Clasp
- 2-Way Forked Strap
- Elastic Front and Back
- Rubber Pads Can't Slip

**\$3.00**  
complete

**AFTER** ▶

**MONEY BACK GUARANTEE . . . Money back if not entirely delighted!**

**HEDY OF HOLLYWOOD** Dept. 1539  
6253 Hollywood Blvd., Hollywood 28, Calif.

Please send me \_\_\_\_\_ "DISGUISE" BRAS at \$3.00 each.  
BUST SIZE: 32, 33, 34, 35, 36... (Draw circle around bust size)  
COLORS: Tea-rose  White  Black ... (Mark 1st and 2nd color choice)

Name \_\_\_\_\_ (Please Print Plainly)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

SAVE MONEY and TIME by sending payment with your order. We pay postage Or, if you prefer WE MAIL C.O.D.

Luxurious  
SATIN  
in White,  
Black and  
Tea-rose

Sizes:  
32, 33, 34, 35, 36

**HEDY OF HOLLYWOOD**

6253 Hollywood Blvd., Hollywood 28, Calif.

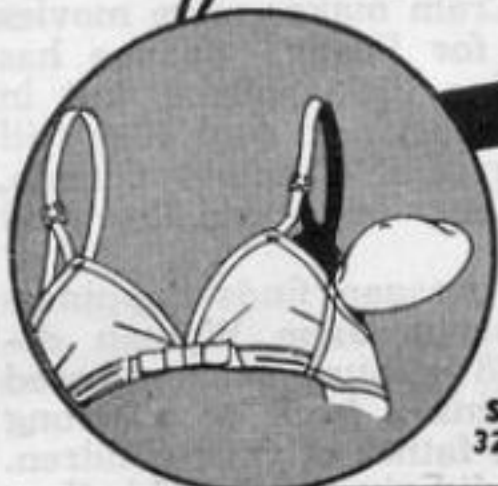


▲ BEFORE

**"DISGUISE"** by

Pat. #2421561

*Exquisite Form*  
BRASSIERES



# Gifts in Fine Leatherware

## CHRISTMAS Companions BY RUMPP

Gifts for the entire family in warm, glowing leather—designed for lasting wear and enduring beauty. At first look, first touch, there's no mistaking the true richness in this fine leatherware.



**TRAVEL CASE**—Travel essential, completely and compactly lined. Convenient carrying handle.



**WALLETS**—Distinctive beauty and new utility in soft, warm leathers. Variety of colors, styles—for men, women.

**ADDRESS BOOK**—Soft, padded cover, richly embossed with gold-tooled pages for quick reference. Variety of sizes, colors.



**JEWEL CASE**—For pins, rings, brooches. Beautifully lined. Assortment of leathers, colors.



ASK FOR their Rumpp companion pieces in matching leathers of leading stores. Look for the Rumpp trademark—your assurance of flawless craftsmanship.

**CARD BOX**—Handsomely gold-tooled. Holds ten decks of cards, pencils, soap pack.



C. F. Rumpp & Sons, Philadelphia, Pa.

97 Years of Leadership



"I've teamed up with  
Elgin De Luxe.....  
a real All-American"

Says **NILE KINNICK**, Iowa '40



Gift to  
**WILLIE G. HIGHT**—  
his smart, sturdy Elgin  
"De Luxe" chosen by  
Nile Kinnick. 17 jewels.  
No. 3302A. \$43.00



True... hand-  
some.  
17 jewels.  
No. 3307A.  
\$42.50

Unusual design.  
Matching band.  
17 jewels.  
No. 3702E.  
\$39.75

Smartly squared.  
Rose dial.  
17 jewels.  
No. 3703D.  
\$37.50

See the newest Christmas Elgins at your jeweler's now. Ask about his budget or lay-away plan of purchase.

Here's the newest member of ELGIN's Christmas gift team. Accuracy and smartness make the ELGIN "De Luxe" chosen by Nile Kinnick a real stand-out.

All the new "De Luxe" ELGINS boast the same careful workmanship—the same inherent good taste. Beneath each shining case beats the famous 17-jewel ELGIN movement. And this year, two

new advances make these adjusted time-pieces more dependable than ever—the Elginium hairspring\* and the Beryl-X balance. Each is rustproof, non-magnetic, unaffected by temperature or climatic changes.

ELGIN's celebrated fourth-generation partnership of American craftsmen and scientists has given unstintingly to the newest ELGINS. Into them have gone the finest of materials. Leading American designers have lavished new beauty on them. Every ELGIN is completely created under one roof in the world's largest fine-watch factory. Your ELGIN "De Luxe" awaits you at your jeweler's. And here's the good news—prices start at only \$37.50. Lord and Lady Elgins from \$50.00. These watches are available in Canada at slightly higher prices.

**ALL-AMERICAN** Nile Kinnick starred as punter, kicker, runner, blocker and strong defensive back on the great Iowa team of '39. He was class president—was elected to Phi Beta Kappa—majored in economics—and is now studying law. "My Elgin carries on a family tradition started by my grandfather," he says.



Dainty case with  
2 diamonds.  
17 jewels.  
No. 3002A.  
\$47.50

Grocerful loops,  
watching brass-  
let. 17 jewels.  
No. 3004E.  
\$39.75

Authentically  
styled.  
17 jewels.  
No. 3009A.  
\$37.50

New rose gold-  
filled model.  
17 jewels.  
No. 3002E.  
\$37.50

\*Patents No. 2,471,000 and 2,072,000  
Copyright 1940 by Elgin National Watch Company, Elgin, Ill.

★ **ELGIN** ★

CHOICE OF DISTINGUISHED AMERICAN FAMILIES  
FOR SPORT... FOR BUSINESS... FOR DRESS



# Figures to sing about — for a song



Left: Warner's #506, \$2.50; Warner's Bra #2270, white, pink, blue, lavender, \$1.99; Socks, \$1.25.

Right: Sta-Up-Top Warnerette #654, Extra large, \$5.00; Warner's Bra #2287, white, pink, blue, black, nylon tulle and nylon suspender, \$2.50.

Famous patented **STA-UP-TOP WARNERETTE** only \$5<sup>00</sup>

**WARNERETTE** only \$3<sup>50</sup>

Here are two wonderful Warner ways to be little for less. Every woman should figure on them both! One curbs your curves, one goes a step farther and higher to whittle your waist as well.

The *Sta-Up-Top Warnerette* #654 features that famous waistband that won't roll over. The same band you find on Warner's girdles costing up to four times as much.

*Warnerette* #266 is a honey to have handy when your casual, loose-fitting clothes don't call for such a little middle.

In 7 wonderful ways both are wonderful buys!

1. The bra 'n' ever knit feel of two-way elastic that aligns your hips, trims your tummy, flattens your derriere.
2. All-round seamless fit that tapers where you taper, smooths you in one sleek, unbroken line.
3. Best friend your arhons ever had! Warnerettes have 6 elastic garters that stop strains on stockings.
4. A sweep, sleek, elastic band at the bottom "steps out" when you do without losing its smoothing control.
5. A parade of patches to choose from...white, pink or blue. *Warnerette* #266 also comes in bewitching black.
6. They're phibless! They're matchless! They wash in a wink...fit like a dream...wear forever and then some.

7. Both come in freedom boyie' gentle girdles. At leading stores everywhere.

**WARNER'S**  
*3-Way-Sized*  
Foundations and Bras

SOLE PATENTED AND MADE IN U.S.A. — **WARNER'S** — **STATIONERY** — **STATIONERY**  
"GALLOP" — "HARVEST" — "L'AMOUR" — "TOP" — S. P. O. U.S.  
The Warner Brothers Company, New York 10, Chicago 4, San Francisco 9



"Lady Luck took me by the hand...  
Said, 'Welcome, pal, to the Promised Land'"

"Riding high today...hey, big boy?"

**HANK:** And why not? I'm a 3-time winner already!...I picked one, I'm with one, and I'm wearing one!

**HONEY:** Nice going!...and speaking on behalf of myself and that new Stetson "Vita-Felt," we thank you for those few true words!

**SPRINGY** as a yearling on an early-morning gallop...all the stamina of a timber-topper...  
Finest light-weight hat in the world...Produced by the exclusive Stetson "Vita-Felt" process.

## STETSON "VITA-FELT"

TEN DOLLARS

STETSON HATS ARE ALSO MADE IN CANADA

FOR VICTORY—Buy United States Savings Bonds and Stamps



**AT SOUTHERN TRACKS**  
Casual crown...narrow band and binding...generous brim.



**AT NORTHERN TRACKS**  
Medium band...rounded edge...narrower brim...off-the-face.



**IN THE BLUE GRASS**  
Full crown...snap brim...medium width...wide edge...medium band.



**AT WESTERN TRACKS**  
Welt edge...medium brim...bright band with bright leather post-pom.





## You're so smart...

You always have the perfect answer.  
For those exact watch hands by  
Jacques Kreidler write their own daily themes  
on what the educated wrist will wear.

Beautifully gold-finished in enduring  
Kreidler quality, they go to the head of every  
class in this season's back-to-school parade.

For men: A. Kreidler Basketweave  
Watch Band, 12.50.

B. Kreidler Downella Expansion  
Watch Band, Stainless Back, 9.95.

For women: C. Lady Thinflex Expansion  
Watch Bracelet, Stainless Back, 8.95.

D. Basketweave Watch Bracelet, 8.95.  
Prices include Federal Tax.

At Fine Stores Everywhere

# Jacques Kreidler



A



B



C



D

# Picture of Perfection



Remember Father's Day—June 19th

*"The Foto-fold," wallet, with a frame for his favorite picture of you, is another SWANK exclusive. In rich-looking black or brown morocco, \$5.00 plus Federal Tax.*

*Always look for the name **SWANK** on all our products*





Wonderful, cold-weather sports shirts!



Wool for warmth! Arrows for style! Blend the two and you get sports shirts like these. At left is an Arrow *Baccancer Plaid* (\$8.95). 60% wool, 40% rayon. At right is the Arrow *Alpine Flannel* (\$12.95). 85% wool, 15% nylon.

Warm, rugged, and washable! Your Arrow dealer has them, in a wide range of colors and patterns. Chant, Peabody & Co., Inc., Makers of Arrow Shirts, Ties, Sports Shirts, Handkerchiefs, Underwear. (Prices subject to change for Government regulation.)

**ARROW**

Sports Shirts

a romantic air... for Christmas giving



BY APPOINTMENT H.M. THE KING & H.M. THE QUEEN

*"Bond Street"* by **YARDLEY**

"Bond Street" Perfume \$2.50 to \$15 plus tax

"Bond Street" Toilet Water \$1.50 and \$2.50 plus tax



Yardley products for America are created in England and shipped to the U.S.A. from the original English formula, maintaining original and exclusive ingredients. Yardley of London, Inc., 200 Fifth Avenue, N.Y.C.





# Chestnut Brown



Your Color-of-the-Month  
in  
Wembley Nor-East Ties  
... They're Non-Crush

Chestnut Brown goes with your Fall suit colors—Freedom Blue, Forestry Green, Mohawk Brown. Goes with your own ideas of good taste, too.

... And your Wembley Nor-East Ties *keep on* going. The famous imported Non-Crush fabric fights wrinkles—springs back into shape—ties easily, smartly. See Chestnut Brown in rich-tone solids, stripes and plaids, at your favorite store.



Always look for this label



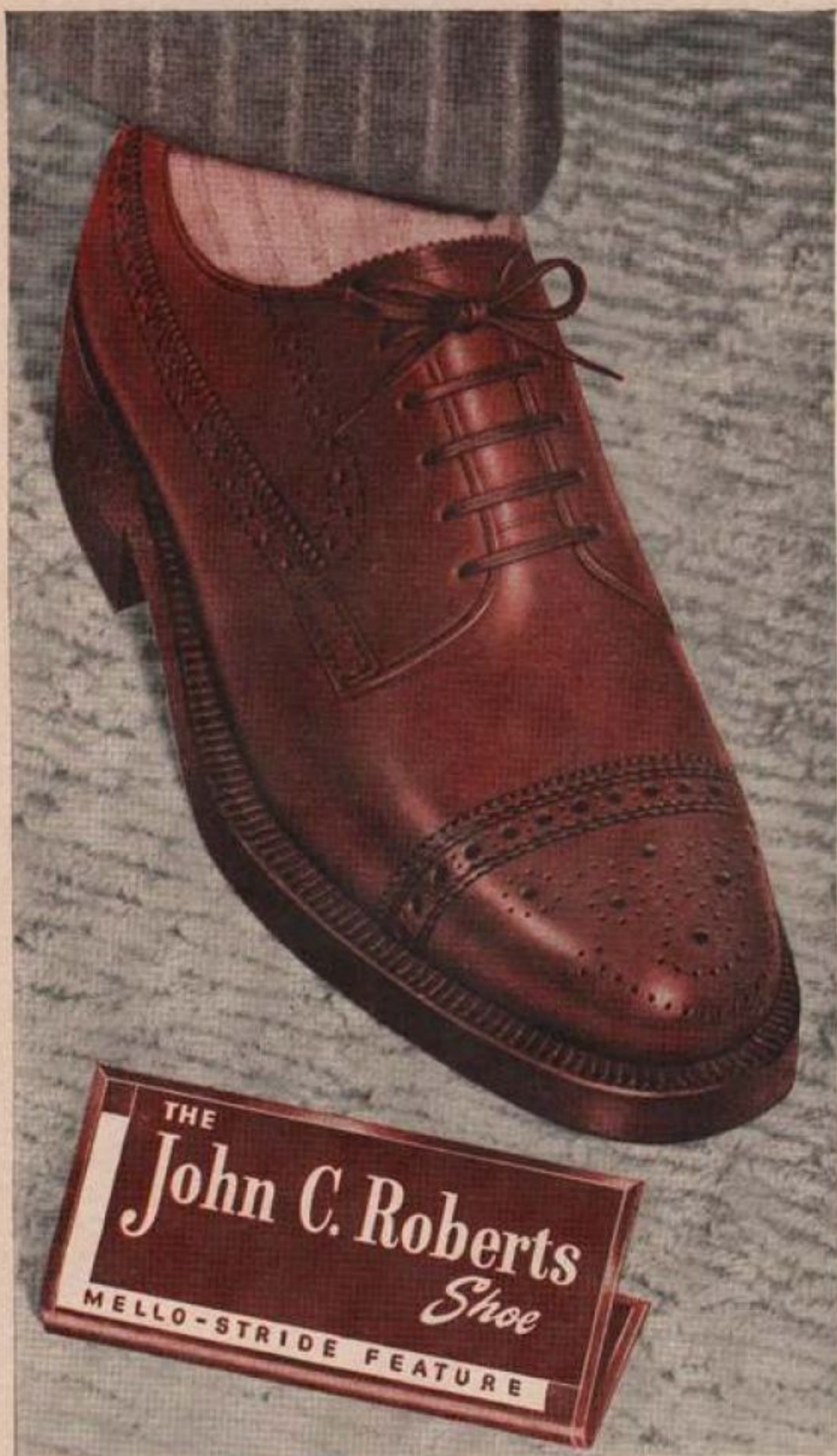
\$1

# Wembley Ties

Made of

COPYRIGHT 1948 BY WEMBLEY, INC., NEW ORLEANS

PRIESTLEY'S NOR-EAST NON-CRUSH FABRIC



Style 35953

...put 'em on  
and relax...



they need no breaking in, because they're John C. Roberts Shoes with Mello-Stride Feature. And besides good looks and the most wonderful, relaxing foot-comfort you can buy, Mello-Stride Shoes save you money, in the long run. They hold their looks, hold their fit, because they're made from top-grade, wearing leathers, and designed by master craftsmen. See your classified phone book or write us for your nearest John C. Roberts dealer. For boys —John C. Roberts Junior Shoes—they're keen!

John C. Roberts Shoes, \$9.95 to \$12.95,  
with Mello-Stride Feature, \$13.95 to \$15.95.

A few patterns slightly higher.  
Also Robertson Shoes at lower prices.

JOHN C. ROBERTS SHOES • *Friedman-Shelby* DIVISION

International Shoe Company • St. Louis 3, Missouri

*World's Largest Shoemakers*

totem

touché

ski-king



**don't fight, boys and girls...** one day soon Jantzen will be making enough of these wonderful sweaters, so that you can have as many as you want. In the meantime, be kind to your favorite retailer... he's just as anxious as you are to get more of them for you. They're as perfect as they look, very high-powered affairs, all the finest 100% virgin worsted wool. Sweaters "Totem" and "Ski King" are 9.95. "Touche" is 10.95... at most stores.

\* *Jantzen*  
sweaters

\*Reg. U. S. Pat. Off.

(Designs Patented)

# Look Smarter • Feel Better

Why more men choose  
Jarman shoes every season



2075, Style 2724, The classic  
"Continental" oxford  
in black or tan 227500

22155, Style 2727, Wingtip  
in "Garnet Red," Black or  
Tan 272700 "Brown Suede Shoes"

22156, Style 2727, Jarman's special  
"Black Suede" oxford in "Continental  
Black" in black 272700

Luxury styling at its best

## Jarman Continentials

As versatile as a brief case, decidedly ultra-smart and  
irresistible Jarman "Continentials" combine the season's best  
style influences. From the bold, wide, strongly-attached sole  
construction carried completely around the heel.

\$995 to \$1495

Most Styles

Luxurious styling and exceptional comfort are provided in the newest Jarman patterns to make you look smarter and feel better. Because they are finer shoes in every way, Jarman are the choice of men and women throughout America every season. Fashioned by skilled craftsmen of plump, mellow leathers in sparkling rich tones, Jarman meet the most exacting requirements for smooth finish and long wear. And in each pair you are assured Jarman's famous *friendliness of fit*, the gentle, foot-embracing comfort that's yours the instant your foot slips into a Jarman shoe. For a new measure of walking pleasure, see your local Jarman dealer. Try a pair today!

JARMAN SHOE COMPANY, NASHVILLE, TENN.  DIV. OF GENERAL SHOE CORPORATION

1924 • Our First Quarter Century of Progress • 1949

What kind of "figure"  
has your foot?

Do feet have "figures?" Of course they do. And the "figure" of your foot is just as individual as the figure under your new fall suit. That's why, to fit your feet properly, you need a shoe proportioned to your individual feet, a shoe made over a last that conforms to your individual foot's figure.



The PARFATT



The HAND STITCHED



The MONTEREV

The MELBA III



The VAGABOND



The ENSIGN



America's unchallenged shoe value

\$6<sup>95</sup>

... Dimes if you  
were asked \$7.45

Visit your local store. Discover the youthful step that perfect fit can bring... during

# Red Cross Shoe DEMONSTRATION WEEK

OCTOBER 5th to 10th

You're walking more... leading a more active life. That's why you'll hurry to your local store during Red Cross Shoe Demonstration Week—let an expert fitter show you beautiful, young Red Cross Shoes for every occasion, made over the last that's best for *your* individual foot. And remember, in Red Cross Shoes you have the largest selection of lasts in the world to choose from—the famous "Limit" Lasts, all designed to act as a beauty treatment for your feet. The United States Shoe Corporation, Cincinnati, Ohio.



The ADIPIA

The mark of honor on Red Cross shoes has since 1917.

EXCERPT: RED CROSS SHOES ARE MANUFACTURED BY ENGLAND AND AUSTRALIA UNDER THE NAME RED CROSS SHOES

*Putting on the dog?*



*Balanced Tailoring makes Timely  Clothes look better... longer*

Costly hand needlework for luxurious, soft lines. Sturdy machine sewing to make them last! That's Balanced Tailoring...the famous Timely Clothes technique that means better clothing value. Moderately priced, too. If you don't know your nearest Timely Clothes retailer, write Dept. 07, Timely Clothes, Rochester 2, N. Y.

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has your foot?

Do feet have "figures"? Of course they do. And the "figure" of your foot is just as individual as the figure under your new fall suit. That's why, to fit your feet properly, you need a shoe proportioned to your individual foot, a shoe made over a last that conforms to your individual foot's figure.



The PARFATT



The HANGI STITCHED



The MONTREUX



The MELBA



The YAGABOND



The SERRIS

Best's unchallenged shoe value

\$6.95

... Shoes if you want them \$7.95

Visit your local store. Discover the youthful step that perfect fit can bring... during

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OCTOBER 5th to 10th

You're walking more... leading a more active life. That's why you'll hurry to your local store during Red Cross Shoe Demonstration Week—let an expert fitter show you beautiful, young Red Cross Shoes for every occasion, made over the last that's best for your individual foot. And remember, in Red Cross Shoes you have the largest selection of lasts in the world to choose from—the famous "Limit" Lasts, all designed to act as a beauty treatment for your feet. The United States Shoe Corporation, Cincinnati, Ohio.





## GOOD WILL FOR MEN OF GOOD TASTE

Here are the gifts he'd be most likely to choose for himself... masculine gifts that express his own personality. Smartly styled and superbly crafted in the Hickok tradition... each one in a handsome gift box to make his Christmas pleasure complete.

Homestead Tie Bar, \$1.50. Matching Cuff Links, \$1.50. Smart Initial Buckle on Scabbie Belt, \$6.50. Imported Pigskin Belt with contrast Initial Buckle, \$1.50. Classic Buckle on Crossville Belt, \$11.50. Keychain, \$1.50. KoiNite, \$5. Distinctive Initial Tie Bar, \$1.50. Smart Initial Tie Chain with Collar Bar, \$1.00.

BELTS • BRACES • JEWELRY • WALLETS • GARTERS



# HICKOK

*Quality Style Leadership*





"Ahem—that's enough looking over the field!"

1. With two handsome gents in the picture, it's not surprising to see the young lady's attention divided.

And you'll notice that neither one of these fellows slows himself down by the way he's dressed. You can give your-

self the same jaunty send-off—without owning a big wardrobe—just by picking clothes that are appropriate to the occasion.

Take these two crisp warm-weather outfits, for instance...



2. For a summer trip, pick the striped gray lightweight suit of the fellow at left. Add a breezy note—a green bow tie with yellow figures, set off by a white mesh shirt. Polish everything off in style with the cloud light Stetson Flagship straw—in the famous open-window Baku weave. The color is Rainbow.

3. Or, if you prefer, try a brown summer suit that's cool as a flight through the stratosphere. Brighten your journey with a red, yellow, and brown striped tie, worn with an ivory shirt. Top it all off with the Stetson Warwick—in air-cooled China fancy Sennit—with a smart maroon-and-yellow band.

## STETSON Straws — Right for breezing along

The name Stetson in a hat is your assurance of quality and style. Stetson hats are made only by John B. Stetson Company and its subsidiary companies—in the United States and Canada.





Now I know why they call them  
**"The World's Smartest Shirts!"**



Right! For style and comfort, you can't beat

# Van Heusen Shirts

*Give your neck  
a break!*

If you don't know why so many men swear by Van Heusen—here's why: no other white shirt has the famous Van Heusen collar attached. The collar that's woven to fit your neck... that looks starched but isn't... that can't wilt or wrinkle. All this on as fine a shirt as you can buy at the price. Patterns and colors too. Sanforized and laundry-tested, \$2.25 and up. Phillips-Jones Corp., N. Y.



SHIRTS • TIES • PAJAMAS • COLLARS • SPORTSWEAR

# Good Foot Work!

You can't beat them... Here are just a few examples of the "INTER WOVEN" UNIVERSITY SERIES... Campus Favorites... Including 100% Wool Kroy or Naggel Shitak-treated... and New 100% Kriekle-Rite Nylon "Madras" Soft... Comfortable... Good Looking socks that really WEAR.



# \* Interwoven

The most called-for Make  
The largest selling Brand  
THE GREATEST NAME IN SOCKS

Vintage Ad Service  
Security Mark



## Who said skirts are getting longer?



### Couldn't have been Kate!

She's showing a good three inches of knee. Not her idea of smartness, to be sure. Just her trouble with shrinkage. Could have been avoided if she'd looked for the "Sanforized" label on that once-was-dreamy cotton dress.

### Might have been Midge!

Skirts are longer on her, all right! So are sleeves. (Waistlines are being worn wider, too, you'll notice.) Midge's mistake was in trying to avoid shrinkage worries by buying a dress too big. She's still got worries. Much brighter to buy a dress tagged "Sanforized" in the right size.

### Better ask Betty about style!

Here is the Girl Who Knows! Length—enough for the knees, but she's not ashamed of her legs, either. What's more, Betty's "Sanforized" honey won't shrink its good looks away ever, ever, ever. All of which should remind you... look for the "Sanforized" label on every cotton, at any price.

To keep on looking smart, it's got to keep on fitting. Look for this label on every washable cotton...



"Sanforized" — the standard standard of shrinkage. The "Sanforized" trade mark is used on competitive pre-shrunk fabrics only where tests for residual shrinkage are regularly checked, through the service of the owners of the trade mark, to insure maintenance of its established standard by users of the mark.

Clont, Peabody & Co., Inc.



# Christmas...

*Lives forever in the hearts of children*

and in your **Recordio** album...

T. M. REG. U. S. PAT. OFF.

Keep all the precious charm of children's holiday hilarity to re-live over and over again as the years slip from childhood into maturity. The impatient anticipation, the squeals of delight, familiar voices lifted in mellow Christmas carols . . . all are recorded with absolute fidelity on RECORDIO . . . the Recording Radio-Phonograph.

In addition to its amazing recording reproduction, RECORDIO is also a fine, full-toned AM and FM radio combination, a thrillingly clear phonograph and a compact, convenient amplifier. This versatile instrument soon becomes your party-maker, center of home recreation, and the envy of your guests as they carry home their own recordings — inimitable souvenirs of a happy occasion. There is a dealer nearby. You could find no better Christmas gift for the entire family.



FOR REALISTIC REPRODUCTION  
always use  
Recordio Discs  
and  
Recordioint Needles

**Recordio**  
by WILCOX-GAY  
*The voice of memory*



124.M

## You and We

know the reason why there is something reminiscent about the easy drape and clear-cut "stay-in-place" lines of his uniform. It is because at present a great part of the entire yardage of **FORSTMANN**—America's most beautiful 100% virgin woolen — is helping to make ours the best clothed armies in the world.

Fortunate you who discovers this famous little label on a new costume for yourself this autumn. For it means that, like him, you can "live in live wool" for the duration. Cut and dash are captured flawlessly in these superb fabrics that outwear by years their inferiors. Do cherish **FORSTMANN** labels wherever you may find them — in shops and piece-goods departments, in your own wardrobe. As always, they are your mark of timeless flattery and service . . . of lines that live . . . and live . . . and live. **Forstmann Woolen Company, Passaic, New Jersey.**

**INVEST IN AMERICA + BUY  
WAR BONDS AND STAMPS**



**For lasting lines and ageless beauty**



# HEY FELLOWS, LOOK WHAT MOTHER SENT ME... AND DO I LOVE MILKY WAYS!

Yes, it's the little things that do so much toward keeping our boys happy... little luxuries that you can provide. Every last man of them loves a Milky Way candy bar... loves the pure milk chocolate coating, the layer of smooth creamy caramel and that luscious center of chocolate nougat, flavored with real malted milk. Just think how much he will appreciate a whole box of the same delicious Milky Ways he enjoyed so much at home!



Whitaker Air Service  
Security Mart



# "CAN DO" and KEDS go together

WHAT'S going on up there? Their feet go to work to find out. Keds help the climb with traction soles and a Scientific Last that leaves toes free to grow. Jumping off the cliff—chasing the gang—Keds Shock-Proof Arch Cushion absorbs jolts.

No matter what a boy asks his feet to do—Keds help him do it better. Four generations of shoe building experience go into Keds—one reason they've always been favorites with boys. Cool breathing uppers protect his feet from excessive perspiration and they are washable just like his socks.



**"U.S." Keds**  
MADE IN U.S.A.  
*The Washable Shoe*



#### KEDS SHOCK-PROOF ARCH CUSHION

The scientific shock absorber  
soaks up jolts—helps guard  
against overstrain and fatigue. A Keds  
Keds lasts longer for years.



#### KEDS SCIENTIFIC LAST

Is designed to fit growing  
feet—allows enough room  
for action. Breathes freely  
with protection.

HYGIENIC KEDS are kept clean and odorless—the right way.  
Flour soap and water. Tumble and washable.

*Genuine "U.S." KEDS are made only  
by United States Rubber Company. Look for the name.*



SERVING THROUGH SCIENCE

**UNITED STATES RUBBER COMPANY**

ROCKEFELLER CENTER, NEW YORK



You're Money Ahead when you buy

# BIG YANK

## CHECK THESE GREAT FEATURES

- ✓ Extra Roomy  
Can even be worn over another shirt
- ✓ Patented Storm-proof Cuffs  
No gap—protects your arm
- ✓ Patented Cigarette Pocket  
Protects cigarettes or watch
- ✓ Patented "Elbow-Action" Design  
Allows full elbow freedom
- ✓ Patented Strainproof Yoke  
Adds 50% greater strength



*MORE for your money . . . in good looks . . . in long wear . . . in honest value—that's the pay-off in these extra full-cut Big Yank shirts. Smartly styled and tailored to keep you neat looking . . . quality built into every inch. For fall and winter, choose from cheery plaids or solid color cotton suedes . . . warm sturdy fabrics all selected for satisfying service. Big Yank Trousers, too. And for BOYS . . . YANK JR. plaid shirts are favorites! At leading stores everywhere. Quantities, however, are still limited. Reliance Manufacturing Co., 212 W. Monroe St., Chicago 6; 200 Fifth Ave., New York 10.*

*Independent survey shows  
more men buy BIG YANK  
Work Shirts than any other  
single brand, bar none!*

**BIG YANK**

Look for this Label!



## Two ways to show up to advantage

1. The two men above are headed in different directions, but they'll both show up looking their best.

To do as well by yourself, you needn't have a house full of clothes, or even spend a lot of money. Just pick your clothes

wisely, with an eye to where you'll wear them.

Then, when you're headed for a big time, as these two are, you'll be set with an outfit that's right for the occasion—even to a smart new Stetson Narrow Brim hat....



2. The lad on the left is out to meet his date in a single-breasted, blue-gray sharkskin suit. His crisp blue-and-white striped shirt sets off his blue polka-dot tie to a T. And the crowning touch is one of the new Stetson Narrow Brim hats, blending quiet, good taste with a youthful air. This fitment is the Vegas, in popular Caribou Gray.



3. The guest with the girl is headed for a party carrying a light brown diagonal-wave topcoat, and wearing a double-breasted dark brown suit with a narrow pin stripe. His shirt is white—his tie, a lively small print of red, black and yellow. The hat is the distinguished Stetson Diplomat, with narrow brim, in handsome Arabian Brown.

## STETSON Narrow Brim Hats — Right for dressing up

The name Stetson is a hat is your assurance of quality and style. Stetson hats are made only by John B. Stetson Company and its subsidiary companies—in the United States and Canada.

Now

# Reduce SAFELY!

WHETHER  
OVERWEIGHT

## 10 Pounds or 100 Pounds

Good news for fat people! Now take off up to 7 pounds the first week without danger to health! If you are a normally healthy man or woman, the medically proven Protam Plan will do wonders for your appearance, even if you have been burdened with unwanted fat for years! (Illness excepted.)



### MEDICAL RESEARCH PROVES PROTAM PLAN IS TWICE AS EFFECTIVE AS 1200-CALORIE DIET!

More than 100 overweight men and women were scientifically studied under average home conditions for many months by a world-famous medical university, large New York hospital, and a nationally known medical consultant. Their research proved Protam is SAFE. While following the Protam Plan, weight loss was indicated from the very first week. Weekly examinations showed no harmful effects while reducing. Over a period of 33 weeks the weight loss under the Protam Plan was double that achieved by 1200-calorie diet in the same period of time! Here's how Protam works: it appeases the appetite to eliminate the hardship of reducing, and supplements the system with proteins and amino acids for long lasting energy.

### READ HOW OTHERS LOST UNWANTED FAT

**A SATISFACTORY PLAN**—"Protam is a reducing plan that has been satisfactory with me."  
*Mrs. B. H., Santa Rosa, Calif.*  
**USED 1/2 CAN AND FEELS BETTER**—"I can't read *finger* enough for how much better I feel since taking just 1/2 can of Protam."  
*Mrs. C. E. Greenwald, Ohio*  
**LOST 8 LBS.**—"I have lost eight lbs. in 2 weeks, am satisfied with results."  
*Mrs. D. B., Canton, Ohio*  
**MORE ENERGY**—"Have lost at least 6 lbs. a week. My, I feel so much better and have more energy and strength to do my work."  
*Mrs. E. F.*  
**LOST 17 LBS.**—"I lost 17 lbs. with the Protam Plan using only one can."  
*Mrs. B. C., Takoma Park, D. C.*  
**WONDERFUL**—"Protam is the most wonderful food I have ever taken, it does just what it says it will do."  
*Mrs. M. S., New Rochelle, N. Y.*

## You Can LOSE up to 16 Pounds

for Less Than \$250

8 oz. PROTAM package sufficient for up to 30 day supply.

Lose ugly fat now! See the difference in your appearance within a few days... at a cost less than you ever thought possible! The Protam Plan is sensible and sensibly priced! No sugar-coated pills... no drugs... no massage... no expensive food menus. For just a few dollars you may lose all your excess fat. And once down to normal the Protam Plan helps you retain your new-found slenderness as long as you like for only a few pennies a day!



## PROTAM PLAN Oxidizes Excess Fat Up to 7 Pounds in One Week

The Protam Plan reacts quickly... drastically cuts down fat-producing calories... uses up accumulated excess fat. Thousands of overweight people report sensational results... some losing 20 pounds in 30 days. Many attain even greater success... others enthuse "How well they feel" while reducing. To achieve same results just take Protam as directed. Follow the Protam Plan once or twice a day according to how fast you wish to lose weight. The Protam Plan is based on a scientific, medically-proven low-calorie protein regimen. Protam is an appetite-appeasing FOOD, scientifically formulated, laboratory prepared, medically accepted.

# FREE 10 DAY TRIAL OFFER SEND NO MONEY

### PROTAM IS GOOD FOR YOU

because it contains all the essential AMINO ACIDS, (a comparatively new scientific nutritional discovery), PROTEINS for Body Fuel, added Pep and Energy, VITAMINS and MINERALS. Protam is safe... an amazing, nutritional REDUCING FOOD SUPPLEMENT for a low calory regimen.

RUSH COUPON TODAY

ORDER TODAY... You risk NO MONEY, not even postage. You must lose pounds and inches within 10 days or your money will be refunded immediately, including postage. Your decision is final. Just mail coupon today. NOW! On delivery simply pay postman \$2.50... begin losing fat the first few days. Enjoy new energy. Have confidence in your appearance.

Associated Nutrition Products, Inc., Dept. 308-A  
150 Nassau Street, New York 7, N. Y.

Send me in plain package the 8 oz. Protam Plan for a 10-DAY FREE TRIAL. I will pay postman \$2.50 plus postage. This money will be refunded immediately, including postage, if I do not safely REDUCE to my satisfaction within 10 days. I RISK NOTHING.

NAME \_\_\_\_\_  
(Print Plainly)  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
(Sorry, no Canadian Orders)

WE PAY POSTAGE IF CHECK OR MONEY ORDER ENCLOSED

NO DRUGS  
NO HARDSHIP  
NO EXERCISE  
NO MASSAGE  
NOTHING TO WEAR

Scre  
Auz



BEFORE AFTER

Miss Pugsley, popular New York model, used Protam Plan and lost 30 pounds in only 7 weeks without sacrificing energy.



## A medical problem your doctor seldom talks about

ONE OF THE MOST perplexing problems your doctor has to face today isn't even mentioned in the medical books. It is *lack of time*.

Already, many thousands of physicians have left their private practice to serve with our armed forces. By the end of the year thousands more will be in uniform.

All this means that the demands on doctors at home will be heavier than they have ever been before. And since your family physician may have to do the work formerly done by two, or even three physicians, he will need all the help and cooperation you can give him during this emergency.

What can you do to help save his time? A number of things. For example,

let us suppose that you don't feel well, but aren't so ill that you have to go to bed. In that case, telephone your doctor and describe your symptoms. He will tell you whether it is better for you to wait at home until he comes, or go to his office.

If you are not able to be up and around, and you have to call the doctor to your home, try to telephone him at a reasonable hour—say, before he starts out in the morning. If you and all his other patients do this, he can plan his day's visits more

efficiently. You'll not only be helping him save time, gas, and tires, but because you called early, he may perhaps get to see you sooner than he otherwise could.

If you should become seriously ill and your doctor should advise you to go to the hospital, do so by all means. There he can arrange for you to receive the extra care that means so much toward getting you back on the job sooner.

The best way health on the home front can be maintained during the war is for you and your doctor to work together as a team.

Copyright, 1942, Parke, Davis & Co.

*To keep working—you must  
keep well—SEE YOUR DOCTOR*

**PARKE, DAVIS & COMPANY**  
DETROIT, MICHIGAN

Seventy-six years of service to Medicine and Pharmacy

# Time for bed, sleepy-head!

Sleep comes on tiptoe, and it's time for the last long hug, the good-night kiss, the welcoming little crib. Yes, bedtime is Merrichild Sleeper time!

On winter nights he'll be cozy in his downy Merrichilds. They're cuffed snugly at wrist and neck, and smooth-seamed all over. The springy-knit fabric gives plenty of sleeping freedom.

But there's more to Merrichilds than just good looks and comfort. They're such wonderful value at such little cost. You'll love the colors—pink, blue, tan. P. H. Hanes Knitting Company, Winston-Salem 3, N. C.



**NO BUTTONS TO COME OFF!**  
The classic Gingham-Fashioner  
look, ages 3 to 6, \$1.98.



**ROCKY FEET WITH TWIN SOLES!**  
The classic Gingham-Fashioner, front,  
ages 3 to 6, \$1.98; age 6, \$2.18.



**DURABLE, DOUBLE STITCHED  
SHOULDER!** The classic  
ages 3 to 6, \$1.98; with extra  
padding, a double-stitch  
feature of \$2.48 gives baby more  
extra padding, extra fine  
knit for Mother.



## Merrichild Sleepers

FOR 48 YEARS, FINE KNITTERS OF UNDERWEAR AND SPORTSWEAR FOR MEN AND BOYS



## The Mistral Beret

is like crackerjack. So good you can't stop 'til you've got every color it comes in. Fine fur felt in wearable, windswept lines. Winter wine, Pine green, Mist blue, Stetson grey mix, Jolly red, Colleen green, navy, black or brown. \$6,95.

**STETSON  
MILLINERY**

AT CLOTHING STORES OR WRITE TO STETSON HALLWAY  
400 FIFTH AVENUE, N.Y. ALSO HERE IN CANADA





"CASHMIRACLE"

... A miracle of 100% pure Kashmir yarn  
 ... expertly woven by--Worumbo  
 ... and superbly tailored by--Lebow Clothes.

The rare Kashmir goat hair comes from China, to be transformed by Worumbo into a fabric distinguished for its soft, supple beauty and texture. Lebow Clothes takes the fabric into the magnificent jacket pictured above, called "Cashmiracle."

This illustrious team of eminent producers--Worumbo and Lebow Clothes--proudly presents the jacket in Brilliant Blue, Coffee Brown, Mocha Tan and Tuff Tan. Available at the very finest stores--or write Worumbo for the name of the one nearest you.

**Worumbo**  
 Fabric Perfection Since 1885

Fifty-One Madison Avenue, New York 17, N. Y.

S. Stern & Co., N. Y., exclusive distributors to custom

Vintage All Service  
 Security Mark



*In Florsheim Shoes, quality is always more than skin deep; it means the finest of everything, from top grade calfskin to pure silk stitching. And the result? Better looks, finer fit, longer wear and lower cost in the long run. That's Florsheim quality—America's standard of fine shoe value.*

# **Florsheim Shoes**



*The Viking,  
S-1364*

*The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women*



TRY THIS ON FOR SIZE.....

IF  
YOU'RE  
FIVE-  
FEET-  
FIVE  
OR  
LESS



*Leslie Fay*

IN REGO RAYON CREPE, A YALE FABRIC

Surprise! It fits, right off the bat! And forever after you're a Leslie Fay fan. For these charming dress fashions are T-sizes . . . for young, shorter figures like yours. So inch-accurate, your alteration worries are over. Magic? No. Just fine fashion . . . with size-science added. Sizes 12T to 20T. \$8.95. For store nearest you, write Leslie Fay, 501 Seventh Ave., N.Y.C.

For Handy Man Husbands



**\*B.V.D. Dillingham**  
BRAND

## \*RUGGERS SHIRT

Men about the house will go for the sport shirt that really gets things done for them—gives them comfort and smoothly flowing fit. This "B.V.D." Dillingham Ruggers Shirt keeps you feeling right, looking smart in rich new fabrics and cool new shades. All "B.V.D." Ruggers Shirts have a double-purpose convertible collar—correct with or without a tie. Remember—whether it's sport shirts, swim trunks, pajamas or underwear, "*Next to myself I like 'B.V.D.' best!*"



\*REG. U.S. PAT. OFF.

THE B. V. D. CORPORATION, EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

# KNOX

*Darby Tan*



This is the thoroughly  
last color for Spring, inspired by the  
sporting pageant of Churchill Downs.  
A soft and subtle tan with  
overtones of green and grey, blending  
perfectly with smart men's dress today.  
Shown in the *Atlas* (large), \$15.00;  
the *Knox Fifteen*, \$15.00;  
and the *Fifth Avenue Special*, \$15.00.  
Knox the Hatter,  
Fifth Avenue, New York.  
Now being shown  
by your Knox dealer.



MADE IN U.S.A.  
KNOX HAT COMPANY, NEW YORK  
—ESTABLISHED 1905—

*Whitcomb & Tompkins  
Security Plans*

*Paul Jackson*



## America's FINEST Clothes

For town and country, sports, relaxation, or travel, Jackman Custom Originals are unequalled. Superbly hand-crafted and custom-detailed from the finest and most colorful pure wool fabrics the world has to offer, "Fashion Firsts from the hand of Jackman" are impeccably tailored in California. Always fine in quality... always fair in price.

Women's suits from \$55, Yagoland Jackets from \$35, California Club custom construction Jackets from \$35, Chevy Chase double-breasted Jackets in imported cashmere from \$85 to \$125, other pure wool fabrics from \$15, Cariganes Blazer from \$35, Jackman Shirts from \$25, Jackman Hats from \$25.

AT AMERICA'S FINEST FISHERS OR WHITE

**Jackman**  
*custom originals*

Los Angeles 14, California



Feb. 19, 1949.



--"Fun is never out of season  
once you learn about year-'round Flagship travel!"

"We don't let the weather slow us down. In every season, we keep on doing the things we enjoy ... visiting people and places we want to see  
—by AMERICAN AIRLINES Flagship."

• Yes, your favorite form of fun is *all yours all year* when you travel American, riding high above the wintry weather that hampers surface transportation. A sunny weekend in the Southwest ... a gay visit to the big city ... swimming or skiing, sightseeing or just lazyn' around: they're yours for the flying, right now, with *economical* Flagship travel.



All year 'round, travel is better by air...

best by **AMERICAN AIRLINES**

AMERICAN AIRLINES, INC. • AMERICAN OVERSEAS AIRLINES, INC.



---

*Nylon Stockings by*

*Van Raalte*

"BECAUSE YOU LOVE NICE THINGS"



*Van Raalte*



STOCKINGS • UNDERTHINGS • GLOVES

---

# Let's go to an August Fur Sale

Traditional on the American buying calendar is the August Fur Sale. Every year, thousands of women look to it for their Winter coats. This August, furriers report, customers are choosing fur with greater care. Asked why, they answer, "Today . . . you must know that its beauty will last."



Throughout America, women review the new furs for Winter, pass judgment on every type and silhouette. The following photographs give a preview of how these new fashion trends may influence the furs you wear this year.



**Feminine Luxury** will be the accepted complement to a uniform. New details stress under chin shawl collars and peg top pockets. Furriers recommend Hollander Persian Lamb Featherline Brand, because it keeps its beauty longer.



**The Texado Swagger** of Hudson Seal-dyed Muskrat is popular for air raid wardens and others who need warmth and comfort. Its roomy cut makes it practical to wear over suits. The Hollander name assures its lasting loveliness.



**Mink-blended Muskrat** provides a perfect one-coat wardrobe, helps your war saving program. This model, with new turn-back bracelet cuff, follows the same classic lines used in glorious Mink coats. Blended by Hollander, this fur keeps its rich color tones indefinitely.



This mark is proof that a fur has been made lovingly lovely by Hollander.

• **Fur Experts** advise that it is good American thrift to buy fur coats in August Fur Sales. They caution, however, against wasting money on careless purchases that soon can be replaced. Buy furs wisely . . . and you can even be buying War Bonds. Whatever you pay, wherever you buy, the Hollander name is your certainty of fur that stays lovely.

"Today . . . you must know that its beauty will last"

# Guess *again!*



If you think that all white shirts are alike, guess again! *Manhattans* are made to give you something *more* in looks and life—for three very good reasons:

- **MAN-FORMED**—they fit without bunching or binding.
- **COLLAR-PERFECT**—in every style, cut to sit right.
- **SIZE-FIXT**—we guarantee a new shirt if one shrinks below marked size; (average fabric shrinkage 1% or less).

*Ask for Duke, \$2; Span, \$2.25; Austin, \$2.50; Alpha, \$3.50*

*Manhattan*  
THE SHIRT THAT'S YEARS AHEAD





*Crusader Washed  
Twist with flaked  
hard finished seams  
that hold a crease  
better, and wear  
a long time.*



## An investment in good appearance

*is more important today than ever*

In Kuppenheimer Clothes, richness of fabric, perfection of fit, individuality of drape, attention to detail throughout, go far beyond ordinary standards.

Beyond the ordinary, too, is the ability of Kuppenheimer clothes to resist hard wear; to hold their shape; to keep an looking new longer.

Make it a point to see these new-season clothes at your Kuppenheimer dealer's. He's one of the best in your area.



*Longer, Lower,  
Loser, Lounger,  
describes this season's  
punch pocket style.*

*The Century has  
Kuppenheimer's  
finest workmanship,  
in fabrics that are  
the pride of  
America's greatest  
weavers.*

*Trajan is a hard  
finished woven  
suit with the added  
quality of child  
weaving. It and  
fashion's currentness.*

*It's a*  
**KUPPENHEIMER**

MORNING...  
noon...



LIDO • Stunning pump for dress or street! Black Calf or Golden Tobacco Calf (bootmaker finish). Also Black Suede... Peasant heel... striking bow.

BARONA • Aristocrat of the tie class! Rich, Black Crushed Kid... classic, Black Patent trim... Cuban heel, Vitapoise Feature.



or night...



ORCHID • Dis'ely comfortable gadabout! Soft Black or Golden Tobacco Calf... Comfy heel, Smart glove-stitch accents vamp and bow.

GAUVIN • Flatteringly youthful spectator! Black Suede with Calf trim, Dainty open toe... Cuban heel, Elasticized.

"Go" Places  
with Vitality Shoes

Help Uncle Sam.  
Buy U.S. War Bonds  
and Stamps



LEILDA • Dashing ghillie tie! Rustic Alligator print on Calf... clever square-back heel... For town or country.

Vitality SHOES \$6.95

Complete Range of Sizes and Widths  
Vitality Open Road Shoes For Outdoor  
and Campus Wear, \$5.50 and \$6

VITALITY SHOE COMPANY  
Division of International Shoe Co.  
ST. LOUIS, MISSOURI

# Is There One In Your Family?



## High Scorer

Makes every goal he shoots for—wins in the rink, scores in the classroom! Reason: Has a keen eye for fancy stick work, a Royal Portable Typewriter for better school work. Fact: Tests made by educators among thousands of school children reveal that when work is typed, marks definitely improved!



## Midnight Oiler

The unlucky lad who doesn't own a Royal Portable! Held back by slow and tedious longhand writing, he works harder, gets 17% less done, receives lower marks, obtains less enjoyment from his studies than students who type! These are facts revealed by school research tests.



## Practical Planner

Knows what she wants. A secretarial career! Knows how to prepare for it. Is learning to type on a Royal Portable—the portable with advanced machine features! School tests prove that typing training helps reduce spelling errors on an average of 40%; mistakes in English, 22%!



## Smart Papa

He gets his son a Royal Portable. He knows that typing skill is a "must" in many jobs, for boys as well as girls. He wants his child to learn on a quiet Royal Portable... the portable with the identical keyboard features of an office typewriter! This makes it easy to switch from school work to office work!



### ◆ The Right Machine

Look at Royal Portable's outstanding features:

1. "Magic" Margin for quick, easy margin-writing.
2. Shift Freedom, no bobbing carriage when making capitals.

3. Speedy Finger-Flex Keyboard, standard in size.

4. "Touch Control" which adjusts key tension to your speed and touch.

Royal's simple "Self-Teacher" makes touch-typing easy, too. See your Royal Portable dealer!

## ROYAL PORTABLE

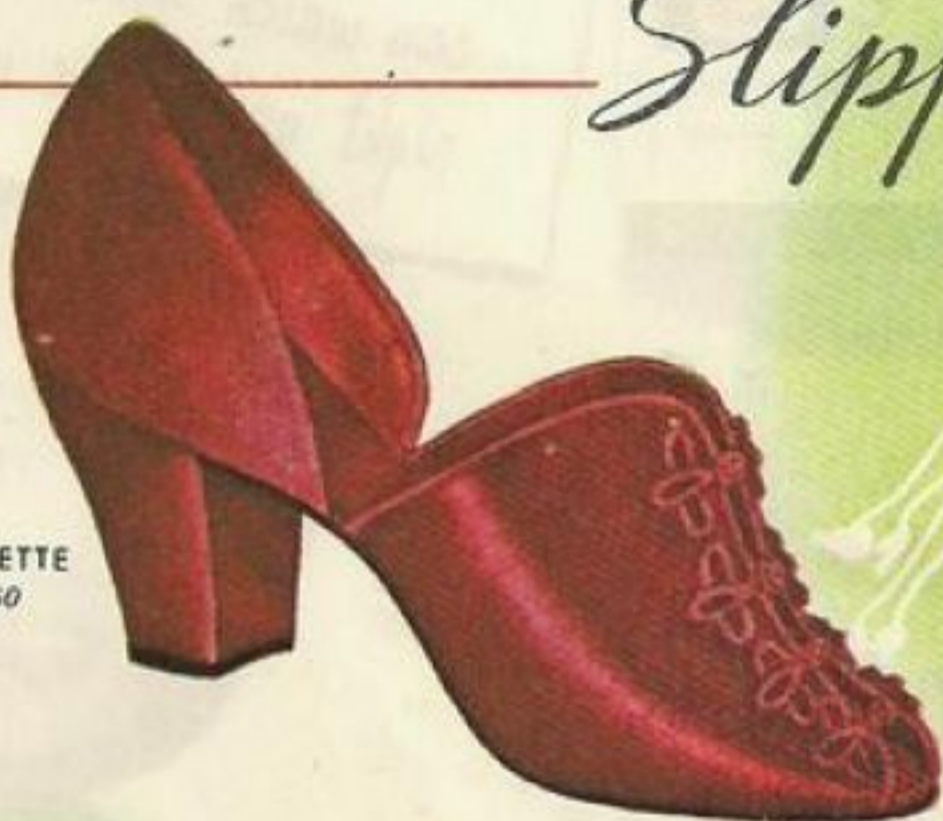
THE Standard Typewriter in Portable Size

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Co., Inc.

# DANIEL GREEN

## Slippers

THE MAJORETTE  
around \$4.50



THE CARA  
around \$4.50



go **GAY** again!

Liven your leisure moments with Daniel Green Comfy slippers in gay new colors. Whatever your favorite hue, there's a pair to please your eye. Like Cara, here, in Chartreuse and Majorette in Dubonnet. But, best of all, Daniel Greens please your feet. Their comfort is unrationed, like their smartness and long wear. So this season, more than any other, set your feet at rest and a-twinkle in pretty, practical Daniel Green Comfy slippers.

*Due to wartime restrictions your dealer may ask you to select some other Daniel Green style if he hasn't your favorite.*

DANIEL GREEN COMPANY • DOLGEVILLE • NEW YORK

★ BUY MORE WAR BONDS ★

*Feature Story...for men only!*



*Balanced Tailoring makes Timely  Clothes look better...longer*

Balanced tailoring is our exclusive way of making a wonderful suit for men. With hand needlework for soft easy lines...and machine sewing for season-after-season stamino. Try Timely Clothes for yourself and see how much extra you get for your clothing dollar! For the name of your nearest dealer, write Dept. 17, Timely Clothes, Rochester 3, N. Y.

ADVANCE GUARD FASHIONS BY  
**Wilson Brothers**



Father will go overboard  
for these!

Wilson Brothers famed Skipper Sun Shorts and Swim Trunks are bright thoughts for Father's Day gifts. Styled with ingenuity from a variety of woven fabrics and pure wool knits... see your Wilson Brothers dealer.

*Wilson Brothers*  
Chicago • New York • San Francisco

REMEMBER  
*Father's Day*  
*Sunday June 15*



Wilson Brothers Faultless Pajamas • Shirts • Skipper Sportswear • Sweaters • Super Shorts • Wilcrest Ties • Buffer Socks • T-Shirts • Knit Underwear • Handkerchiefs • Gloves

Our West Coast, touring their Boat Show Booth



# Van Raalte

STOCKINGS • UNDERTHINGS • GLOVES

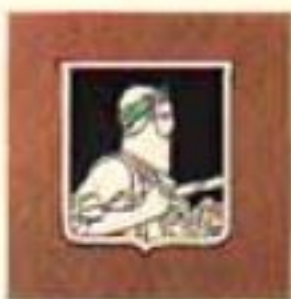
"BECAUSE YOU LOVE NICE THINGS"

## Van Raalte *Nylons*

Flawless flattery for your legs,  
in stockings form-fitted to the  
shape of your foot, by the  
exclusive mesh-panel Flextoe\*



\*: Reg. U.S. Pat. Off.



IT'S A  
**KUPPENHEIMER**

—It's the proud result of more than  
70 years' experience in the skillful  
tailoring of fine fabrics. The man who  
wears a Kuppenheimer knows the lasting  
satisfaction of owning a suit that is  
utterly correct. He wears a suit which  
complements his own dignity,  
discriminating good taste and judgment.

AN INVESTMENT IN GOOD APPEARANCE



THE KUPPENHEIMER STORE



# I Like "SMOOTH" MEN

WHO KEEP PRESENTABLE LONGER  
WITH MENNEN BRUSHLESS SHAVE CREAM



HERE'S PROOF MENNEN GIVES YOU A BETTER SHAVE...

*More Dermatologists\* Use Mennen Brushless  
Than Any Other Brushless Shave Cream!*

A nationwide poll reveals that more doctors who specialize in skin care use Mennen Brushless Shave Cream than any other brand.

TONIGHT'S romance may depend on this morning's shave. So use the shave cream that *keeps you presentable longer*... Mennen Brushless. It's first choice of dermatologists.

\*These doctors have spent their lives specializing in the care of the

skin. Just like you, when they shave, they want faster, cooler, more comfortable shaves. Cleaner shaves that *keep them presentable longer*. Well, more dermatologists use Mennen Brushless Shave Cream than any other brand of brushless.

So change to the choice of the experts. Enjoy shaves that keep you well groomed for a busy day... Make you "nice to be with" for a pleasant evening. Get Mennen Brushless Shave Cream today!



#### ITS HE-MAN AROMA "WOWS" THE LADIES

Splash Mennen Skin Bracer on after every shave. Has that clean, fresh scent that "makes you nice to be next to." Try it. You'll see why it's America's largest-selling aftershave lotion!



#### GRAND DISCOVERY FOR LATHER USERS

See how Mennen Lather Shave Cream whips into billows of lather. Contains special ingredients that mix whiskers to the core for smoother, closer shaves. Plain or Menthol-iced for extra coolness. Try it!



**FIGURE IT OUT FOR YOURSELF:**

**It looks and it feels like a \$10. hat**

**Yet it's priced at only \$7.50**

**So you save \$2.50**



**CHAMP "DASH"**—smartly,  
youthfully styled



**CHAMP "DIPLOMAT"**—for the  
young executive



**CHAMP "B-17"**—perfect with  
sport clothes



**FEATHERWEIGHT-CHAMP**—  
weight: less than 2 ozs.

If you could save 25 per cent on every article of clothing you bought, you could afford more clothes—and dress better!

In hats, at least, you can do this—for Champ Hats, with their exclusive Kasmir Finish, *look and feel* like \$10 hats, yet cost you only \$7.50.

They're made of genuine fur felt—exactly like the most expensive hats. They're sturdy and they're durable. They're styled right up to the minute.

When you first discover Champ Hats you'll wonder how so much can be put into a hat for so little. The answer is—Champ concentrates on \$7.50 hats. It's the largest manufacturer of nationally advertised \$7.50 hats *in the world*.

Look up a Champ Hat dealer. Look at Champ Hats critically. Then look at yourself in one. If you're like thousands of other value-conscious men, you'll never wear anything else!

# CHAMP HATS

THE **\$7<sup>50</sup>** HAT WITH THE \$10 LOOK — *and feel!*

Champ Hats are sold by Men's Stores and Department Stores from coast to coast—made by Champ Hats, Inc., Philadelphia 7, Penna.



*"Live in  
your shoes  
and Love  
them!"*



Know the joy of wearing shoes that feel made-to-measure on your feet... shoes that conform to *your* foot contour... cradle your arch firmly but gently. Besides, NATURAL POISE SHOES are beautifully fashionable... *never reveal by a single line* that they are arch shoes! The Fall styles are lovely! Write Dept. N-1 for new Fall style booklet and your dealer's name! WOHL SHOE COMPANY • ST. LOUIS, MO.



*Natural Poise*  
PERFECT ARCH SHOES



\$6



**FREE!**

"75 inexpensive new decorating ideas to make your home attractive."  
Send for free book.



*Natural Poise*

PERFECT ARCH  
SHOES



The Claret



The Purple



The Maroon

*With your eyes closed* —

True quality is something you can buy with your eyes closed. For the measure of quality is not so much what can be seen as what cannot. The maker who has kept faith with you through the years . . . you can have faith in, today. His job may be more difficult, but his honor no less steadfast.



For over 50 years, and through those years, the makers of Gold Cross Shoes have made only shoes which they could sell with honor and which American women could buy with supreme confidence. That is your high assurance that the Gold Cross Shoes you buy today are worthy of you . . . and of your precious future company.

## RED CROSS SHOES

**GOLD**

FAMOUS FOR OVER 50 YEARS AT RED CROSS SHOES



America's unchallenged shoe value

**\$6.95**

most styles  
Dress Wear, 17-21

The Daniel Heine Shoe Corp., Cincinnati 2, Ohio • Gold Cross Shoes are manufactured and distributed in England by Somerset Bros. Ltd., in Australia by The Meyer Dispensary, Ltd.



*See the Colors of America's Autumn  
in America's Favorite Ties*



CLARET RED



DAKOTA RED

# Wembley NOR-EAST Ties

Supplies of imported Non-East Non-Cruth fabric are limited. However, you will see — and enjoy wearing — these same rich colors in Wembley's new wartime fabric.

1



BIZCAYNE BLUE



POTOMAC BLUE



CRUSH IT...



TWIST IT...



KNOT IT...



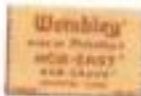
NOT A WRINKLE!



PRAIRIE TAN



BEAVER BROWN



HELP SPEED THE DAY OF VICTORY...

BUY MORE WAR BONDS...AND MORE...AND MORE

# Botany Ties

WRINKLE-PROOF



MEDIEVAL MOTIF...specially designed "Planned Patterns"...to go perfectly with a man's suit...are featured in the special Holiday selection of Botany Wrinkle-Proof Ties...now on display...at good stores everywhere. They "hang out" smooth and best over night. \$1 each. (Botany Regatta Ties-\$1.25). If you can't locate a Botany dealer, write us and we will direct you. The names below will not you be satisfied.

- |                      |                    |                    |                   |
|----------------------|--------------------|--------------------|-------------------|
| 1. HORN STRIP        | 8. TECH PASELY     | 9. SHIP PASELY     | 11. DIAMOND BLOCK |
| 2. LACE PASELY       | 4. SPECTOR STRIP   | 10. BOYD STRIP     | 14. FAIR PLAD     |
| 3. MEDIEVAL MOTIF    | 5. HITCHCOCK POINT | 12. CANOE POULARD  | 15. BUSH STRIP    |
| 6. EDGEMOOR EDGEMOOR | 7. ROSEMARY PLAD   | 13. PASELY POULARD | 16. PASELY BLOCK  |


BOTANY WRESTLE MILLS, PASSAIC, N. J. - New York and Newark Stores: Atlantic City - The Eye for Yours - Carroll's Petros - Toledo - Springfield - Walling - Louisville - Seattle - Astoria

"... and this **ALLIGATOR**  
will keep the suit new looking!"



*Alligator's water repellent  
GOLD LABEL, America's  
"Number One" all-weather  
coat, \$29.50. Weatherstyle,  
\$25.00. Sorain, \$26.50.*

**Dependable "Appearance Insurance" is yours,  
in brilliantly styled ALLIGATOR rainwear**

 Slip into one of these handsome coats. You'll feel in a moment why they have changed America's ideas of how good looking rainwear *can* be. Tailored with fine garment care, they're at home anywhere—campus, club, boulevard or business.

Select your coat from Alligator waterproof fabrics that stay soft and pliant, do not crack or deteriorate—or a wide variety of luxurious water repellent fabrics, perfect for all purpose wear.

Look for the Alligator label, "the best name in rainwear"! It is your guarantee of matchless style, dependable protection, longer lasting smartness in all your clothes. The Alligator Company, Saint Louis, New York, Los Angeles.

See the complete line of Alligator waterproof and water repellent rainwear

**\$5<sup>75</sup> to \$29<sup>50</sup>**

At Better Dealers Everywhere



**ALLIGATOR**  
*Raincoats · Galecoats · Sportswear*

because . . . IT'S SURE TO RAIN!

You sure do like your Wheaties,  
Mr. Feller!



## Try it! Bob Feller's favorite "Breakfast of Champions"

Yes, here's the breakfast for you—a "go" breakfast that gives you the pleasure you want and the kind of protective nourishment you need these busy days.

Help yourself to a generous bowlful of Wheaties, America's favorite whole wheat flakes, with plenty of milk or cream and some fruit.

There's a wealth of valuable nourishment in this "Breakfast of Champions," including all the known essential food values of natural whole wheat. For Wheaties are a *preferred* wheat cereal; they provide 100% the precious Vitamin B<sub>1</sub>, Vitamin G, iron and phosphorus of our basic cereal grain.

You'll find a wealth of flavor, too, in Wheaties—a tempting, delightful flavor that promises you extra enjoyment, extra satisfaction every morning. Tomorrow's another busy day. So start it with a "Breakfast of Champions"—and start getting more fun out of life! Ask your grocer for this famous General Mills Product, Wheaties.

Special Offer! Yours for only a 3¢ stamp! Family sample package of Wheaties (3 full servings).

Also the new Betty Crocker booklet on food selection, vitamins and meal planning, "Thru Highway to Good Nutrition." Offer good only until October 30, 1941. Send 3¢ stamp today with name and address to Wheaties, Dept. 660, Minneapolis, Minn.



Extra nourishing. Wheaties are recognized as a preferred wheat cereal by the Council on Foods of the American Medical Association.

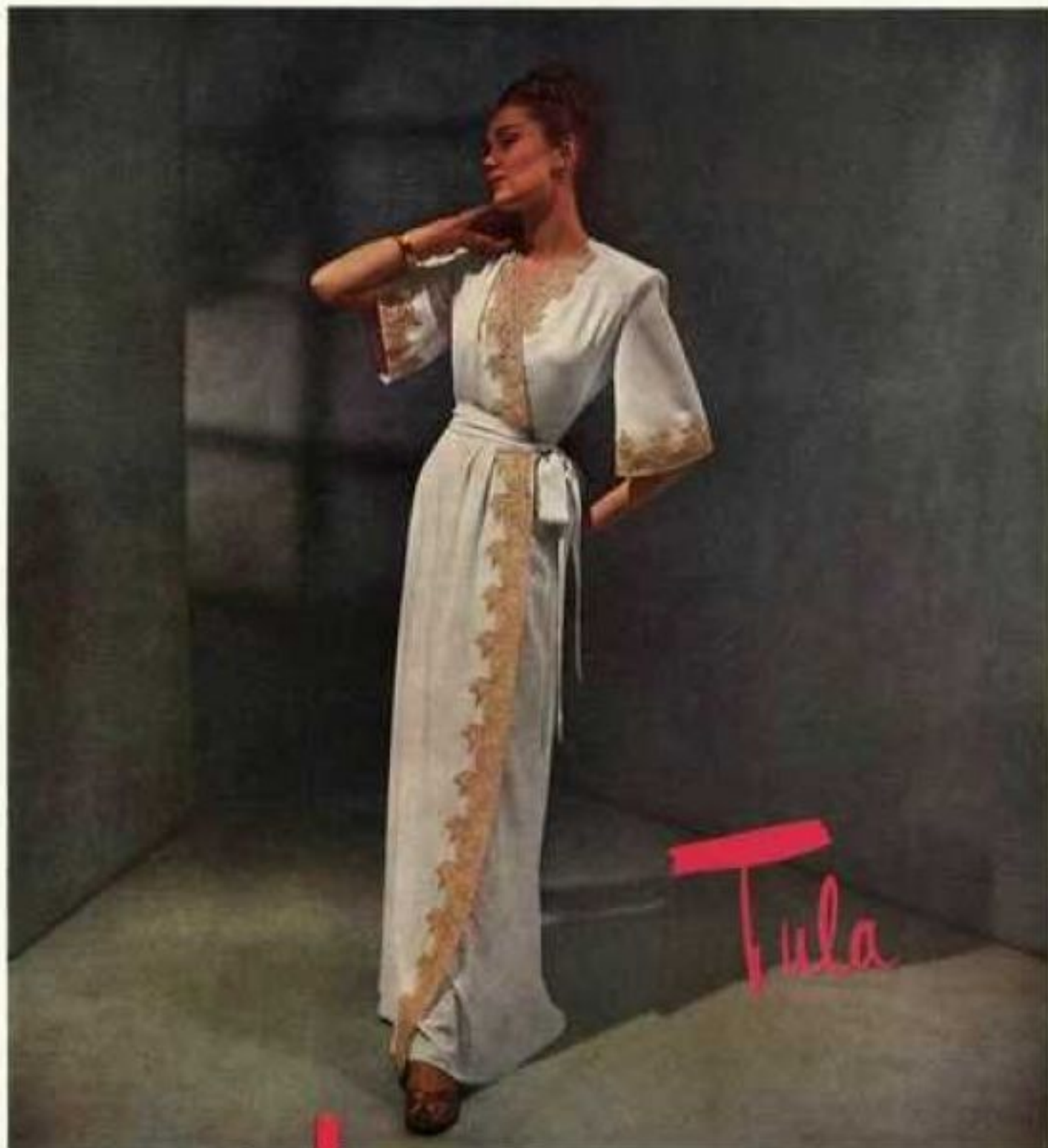


"Tops with me since '33" says Bob Feller, 4 years a Wheaties fan, this great Cleveland Indians pitcher is one of hundreds of champion athletes who eat a "Breakfast of Champions."



Ready! Aim! Fire! If that baseball were a hand-grenade it would be bad news for anyone on the receiving end! Bob should be a natural as a grenade-thrower—especially if he gets plenty of his favorite Wheaties. And chances are he will, too! We're supplying Wheaties to many army camps and bases right along.





Cloud white . . . cloud ivory . . . ten-length Tula neckline of fine  
flour rayon, lavishly swept with Alençon-type lace. White, taupe and blue.  
At fine stores everywhere. About \$25.

RAN LANDAU, INC., 617 MADISON AVE., NEW YORK 17

Vintage All Service  
Security Mark

Callers Feb-22, 1947

# It's American... TO BE DEMOCRATIC:

to speak your mind—in public meetings, and in letters to the press, radio and to your Congressman.

We want our passengers to tell us what they think of American. Aboard Flagships you will find memos, addressed to the President of the company, asking your suggestions. Use them, please; our study of your reply will aid in maintaining American's high standard of service.



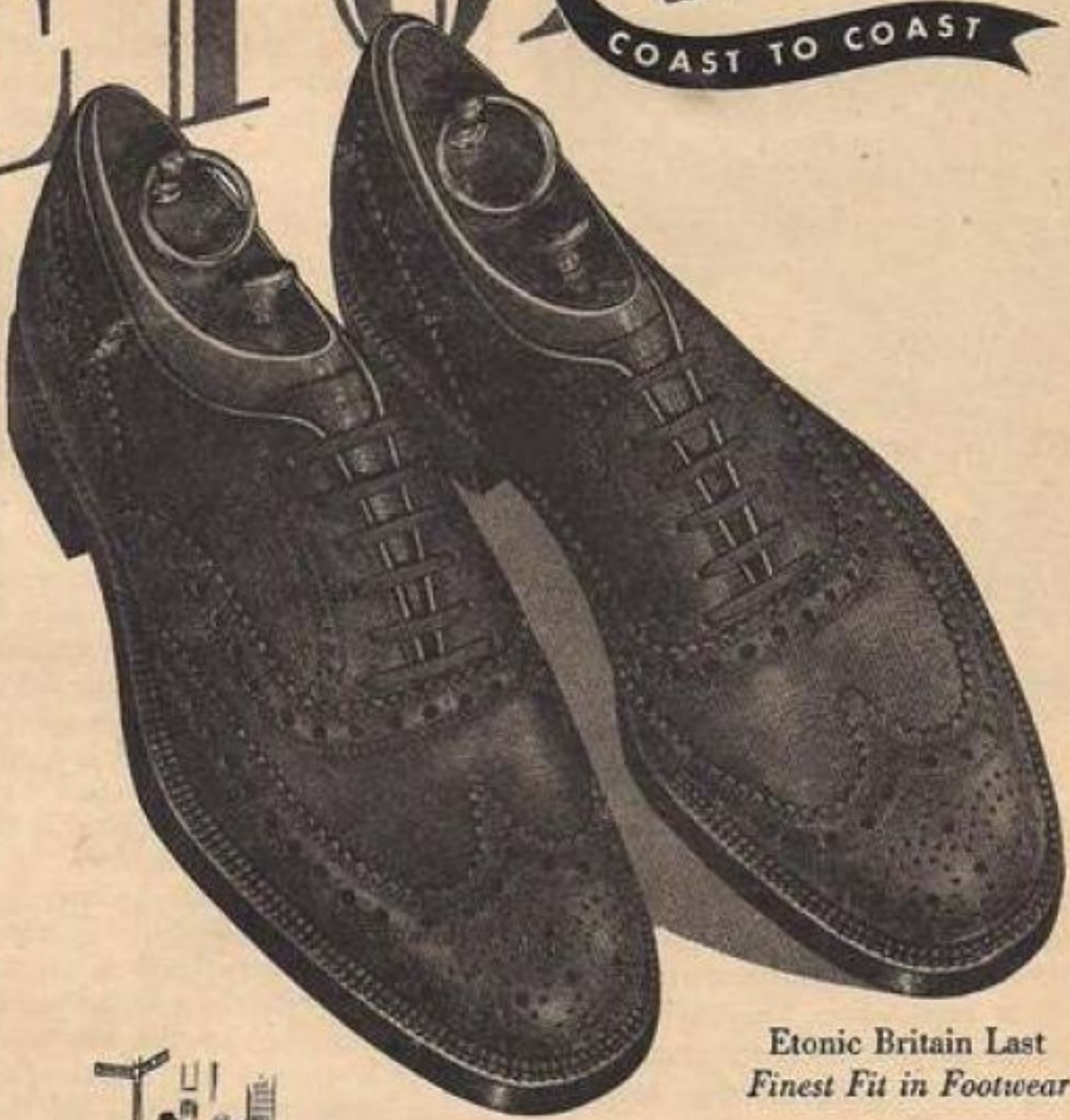
## AMERICAN AIRLINES

AMERICAN AIRLINES, INC. • AMERICAN OVERSEAS AIRLINES, INC.

FITTED BY THE FINEST STORES

# ETONIC

COAST TO COAST



Etonic Britain Last  
*Finest Fit in Footwear*



**E**TONIC QUALITY means the championship in shoes . . . a sure winner of approval by men who know shoes. Etonics are First in fit—First in comfort—First wherever men want lasting style and value. Call on your nearest Etonic Dealer today.



BOOTMAKERS SINCE 1876

**ETONIC**  
*Arch Fitting Shoes*

MADE AT BROCKTON, MASSACHUSETTS BY CHARLES A. EATON

SWANK



**HAPPY** Dads are here again

*And you'll make your Dad the happiest with SWANK's deftly designed, handsmoely crafted Aristogram jewelry. Personalized too, with his own initials—a constant reminder of your thoughtfulness.*

**LINKS:** with exclusive SWANK® bond hold cuffs in faultless alignment \$3.50

**TIE KLIP:** keeps tie steady in place \$2.50 **TIE CHAIN:** (shown on tie) \$2.50

**KEY CHAIN:** with two exclusive SWANK features—the Anchor end and (Auto-Key Ring \$2.50) Prices subject to Federal Tax

REMEMBER FATHER'S DAY—JUNE 19TH

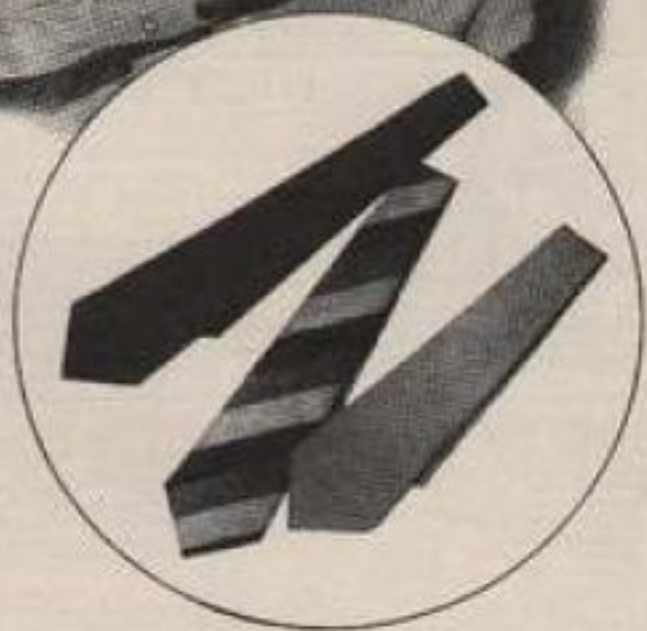


"... and look at Dad, wearing my Wembley Tie!"



You can't blame Dad, Johnny. Wembley Non-East Ties are mighty scarce here at home! When the war is over, Wembley Non-East Ties will be back in full array. Dad will buy the sparkling new colors for both of you. And the long-wearing Non-East Non-Crush fabric will, as always, give you the Quality that makes Wembley the most popular neckwear in the nation.

BRING THE BOYS BACK SOONER—BUY WAR BONDS



# Wembley Ties

MADE OF FRESHEST'S NOR-EAST NON-CRUSH FABRIC

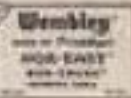
*Priced One Dollar*

CRUSH IT!

TWIST IT!

KNOT IT!

NOT A WRINKLE!



COPYRIGHT 1941, WEMBLEY CO., NEW ORLEANS

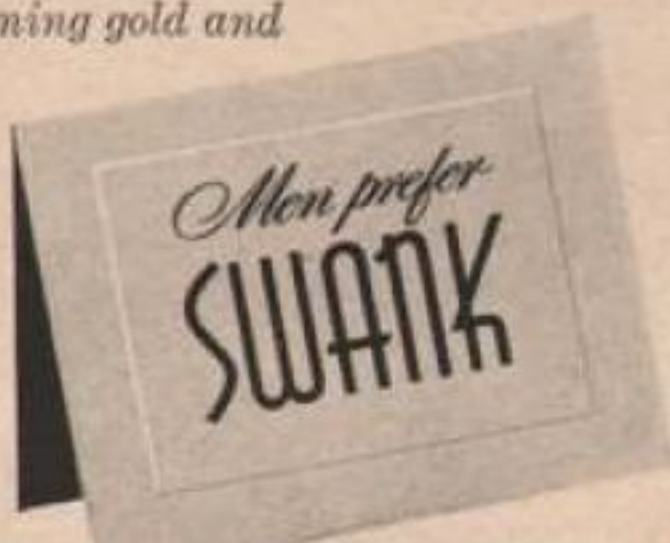


the  
"Miniature"  
Kits  
clever!

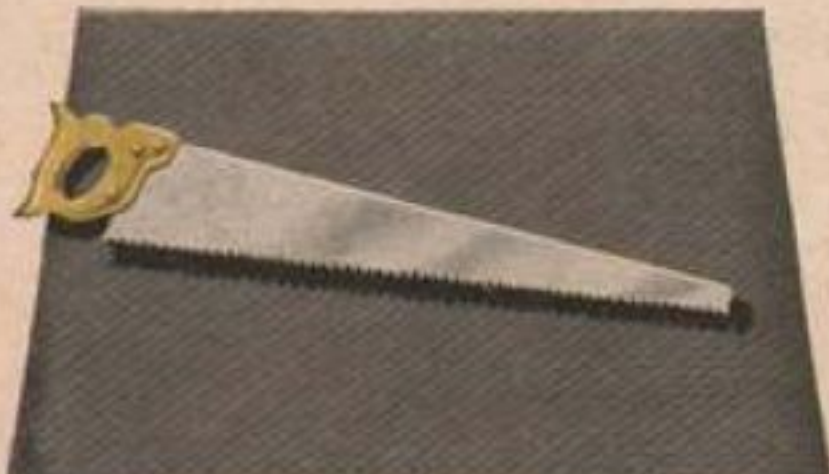
*Something new in clever Tie Klips — these Miniatures. Patterned after familiar and useful tools, they're so smart you'll want a whole kit of them to wear with your favorite ties. Dashingly designed by SWANK in gleaming gold and silver finish. SWANK Miniatures, \$2.50 each, plus Federal Tax.*

*Always look for the name SWANK on all our products.*

SCISSOR.  
SAW  
HAMMER  
AXE  
SPADE



SWANK — © Swank, Inc., Attleboro, Mass.





## Jockey joins the Bathroom Laundry

No longer is the bathroom wash line sacred to the flimsies of women. For Dad learned about undies from her and now proudly flaunts his Jockey underwear between Mother's stockings and Sister's scanties.

Today, we must all "save"—"conserve," and a good way to prolong the life of underwear is to wash it gently and frequently. Remember, Jockey dries overnight and needs no ironing.

### Care puts wear in underwear!

Be careful in buying. Be sure you are accurately measured. Underwear that fits correctly lasts longer. Insist on Jockey, the famous brand that gives you the patented \*Y-front construction providing mild, masculine support—the angled opening that will not gap—and freedom from bulk, hind, and creep. Always look for the words "Jockey" and "Coopers" on the label.

## Jockey Underwear

—The Source of Support



BUY WAR BONDS & STAMPS



Jockey

TRADE MARKS REG. U. S. PAT. OFF.



**Coopers** INC.  
KENOSHA WISCONSIN

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO SEATTLE

Made and distributed in Canada by Moodies, Hamilton, Ont.; in Australia by Macrae Knitting Mills, Sydney; in British Isles by Lyle & Scott, Meal House, London; in New Zealand by Lane-Walker-Rudkin, Ltd., Christchurch, S 1

# FLIRT FLIRT FLIRT

*with that  
old devil,  
budget*



*buy quality undies  
of Spun-lo*

You've got your clothes allowance licked — when you wear panties and slips and gowns of Spun-lo. This quality rayon fabric saves your precious dollars two ways. One, by costing less to buy. Two, by wearing lots longer. And it's so nice to wear! Stretches when you make a move — then springs right back again. Washes like a handkerchief, and you can throw the iron away! Enough to make a girl feel flirty, isn't it?

ALWAYS LOOK  
FOR THIS LABEL

UNDERTHINGS OF

Spun-lo  
RAYON FABRIC

IT MEANS EXTRA VALUE FOR YOU

Guaranteed by  
Good Housekeeping

Industrial Rayon Corporation, Cleveland, Ohio • Sales Office: 500 Fifth Avenue, New York





**TURF-TOPPERS** are specially constructed to go over the hills and through the woods . . . through open fields and dewy, damp greens . . . springy underfoot as a pine-needle carpet . . . softly padded as a fox's paw . . . colorful cushions of lively crepe on Joyce's original platform construction. For campus, for country, for the great outdoors - these three from fall's incoming Joyce collection. Top to bottom: LITTLE INDIAN, ROUNDABOUT and COUNTRY COUSIN in nut-brown, grey squirrel and evergreen shades of sueded Ruff-glove leather. (No mail orders, please. Write, we'll tell you where.) Roundabout \$9.95, others \$10.95.

THREE OF MANY JOYCES, BUT



Vintage Ad Security Mark

# Up the Wooden Hill

Up, up, a step at a time, to the land where the dream tree grows. Up to bed, cuddled cozy and warm in her downy Merrichild Sleeper!

Merrichilds are lovely to look at — and how they wear! Overlapping shoulders are stitched twice for sturdiness — many feet have double soles. Gripper snap-fasteners laugh at the laundry — won't come off!

Merrichilds are comfortable, too, with their flat, smooth seams, their snug necklines and cuffs. In petal-pink, little-boy-blue — and canary, too! P. H. Hanes Knitting Co., Winston-Salem 1, N.C.



**SPRING-KIT FOR SLEEP-WINGERS!**  
Tweed-like knit, ages 4 to 6, \$1.49; with extra points, a time-saving construction at \$1.29 gives baby more sleeper slippers, makes her laundry job easier.



**SOFT, WARM COTTON FOR CHILLY NIGHTS!** One-piece Cotton-Knitwear Pink, ages 4 to 6, \$1.39; age 6, \$1.29.

**WONDERFUL VALUE AT LOW COST!**  
One-piece Gripper-Fastener Knit, ages 4 to 6, \$1.49.



## Merrichild Sleepers

FOR 42 YEARS, FINE KNITTERS OF UNDERWEAR AND SPORTSWEAR FOR MEN AND BOYS



# Mansfield

# Jogs



**RELAX,  
BROTHER,  
RELAX!**

They're terrific! New, jaunty, he-man! That's Jogs! Choose rich, ruddy veal or sandy bukhide. Saddle-stitched! Husky balloon bottoms! Just the shoe for you! Mansfield Shoes, Whitman, Mass.

**\$7.50**

Prices slightly higher in West.

# Mansfield

# Jogs



## America's FINEST Clothes

For town and country, sports, relaxation, or travel, Jackman Custom Originals are unequalled. Superbly hand-crafted and custom-detailed from the finest and most colorful pure wool fabrics the world has to offer, "Fashion Firsts from the hand of Jackman" are impeccably tailored in California. Always fine in quality... always fair in price.

Women's suits from \$55, Varsity Jackets from \$35, California Club custom construction Jackets from \$55, Chevy Chase double breasted Jackets in tropical casuare from \$60 to \$125, other pure wool fabrics from \$35, Cardigan Sweater from \$35, Jackman Shirts from \$25, Jackman Slacks from \$25.

AT GORDON'S FINEST SHIRTS OR WHITE

**Jackman**  
*custom originals*  
 Los Angeles 14, California



"YOU CAN SEE THE DIFFERENCE  
BETWEEN THE NEW *Van Heusen*  
AND ALL OTHER SHIRTS."



You can see that the VAN HEUSEN "collar-attached" has something—the way it fits, the smile of comfort it brings. No other shirt in the world can have this patented collar, the same one that two generations have cheered. Like thousands of others—join the swing yourself to the new VAN HEUSEN SHIRT.

PHILLIPS-JONES CORP., NEW YORK.

\$9  
2

*Van Heusen Shirts*

COPYRIGHT 1941, PHILLIPS-JONES CORP., N. Y.

ADVANCE GUARD FASHIONS by  
*Wilson Brothers*



**How many men do you see in this picture?**

None? . . . You're right! They're out of sight, but *not* out of mind—and there's a praise-winning gift for each! All by Wilson Brothers, famous for smart men's furnishings with the mark of quality. Shop for the men on your list at your Wilson Brothers dealer. If he doesn't have the specific item you have in mind (quantities are still limited), he'll suggest another that will bring plenty of Christmas cheers.

*Wilson Brothers*

Facellex Pajamas • Shirts • Slipper Sportswear  
Super Shorts • Walnut Ties • Buffer Socks • Sweaters • T-Shirts • Knit Underwear • Handkerchiefs • Gloves



*Pajamas  
by Weldon*

## FIRST NIGHTER

*(pajamas at left)*

crew neck pullover of combed mer-  
cerized balbriggan. Slack trousers of  
fine broadcloth. Wine, blue, brown.

## BAL-TUCK

*(pajamas at right)*

soft, lightweight combed balbriggan.  
blue, brown, wine.

... they all hit the right note!

Father and son are in perfect harmony when they're wearing Weldon's. The cold folks choose Bal-Tuck, the bantam-weight ski-type pajama with the snug, stay-put ankles and wrists. The rugged ones take First Nighters, the pajama that's a wardrobe in itself. Whichever you choose . . . you'll loaf in them, sleep in them, practically live in them!

*At fine department stores and men's shops everywhere*

*Weldon Pajamas* LUBIN, WEEKER CO., INC. 1276 BROADWAY, NEW YORK 1

You'll get around  
more easily,  
more smartly too in

# Air Step

THE SHOE WITH THE MAGIC SOLE



**BELMONT**—  
get around  
shoe in antique  
cut. Young  
and casual.



**FLARE**—deep-  
cut throat and  
open toe  
mean both  
style and ease.



**FRIZ**—it's  
simple—it's  
smart—it's  
feminine in  
soft detail.



**TROOPS**—  
the style is  
military, the  
color Kona  
red, the  
buckle brass.



**FRANCIS**—  
tailored  
importance in  
brown suede  
and alligator  
point cut.



**FOOT**—your  
"afternoon-  
out" shoe—  
steering with  
black or color.

Plaid suit in warm reddish-brown, with new bloused jacket. Green hat with red cord. Beige blouse. From *The Tailored Woman*, New York. Shoes by Air Step, in the smart new Trooper pattern.



The light, soft feel of Air Steps comes from a hidden cushion of thousands of tiny air cells. This Magic Sole absorbs bumps and harsh impacts like a sponge. It soothes feet—and saves too.

Air Steps. They are young-styled shoes—light, dainty. You wear their style with an air because you're easy and relaxed. Another comfort idea in Air Steps—new this year—is an extra-pliable sole, flexed by hand. It's style with a plus—the "Fresh at Five" feeling in Air Steps.

See Air Steps soon at your near-by Air Step store. If you don't know the name, write us. **BROWN SHOE COMPANY, MANUFACTURERS, St. Louis.**

Most \$6  
Styles 6  
Higher Dances  
Wear

You don't tense yourself for pavement jars when you walk in Air Steps. You know the Magic Sole is going to take up the jolt. So you step out with freedom—move with grace—get around fast.

This is an extraordinary comfort idea to find in a shoe as smart in looks as





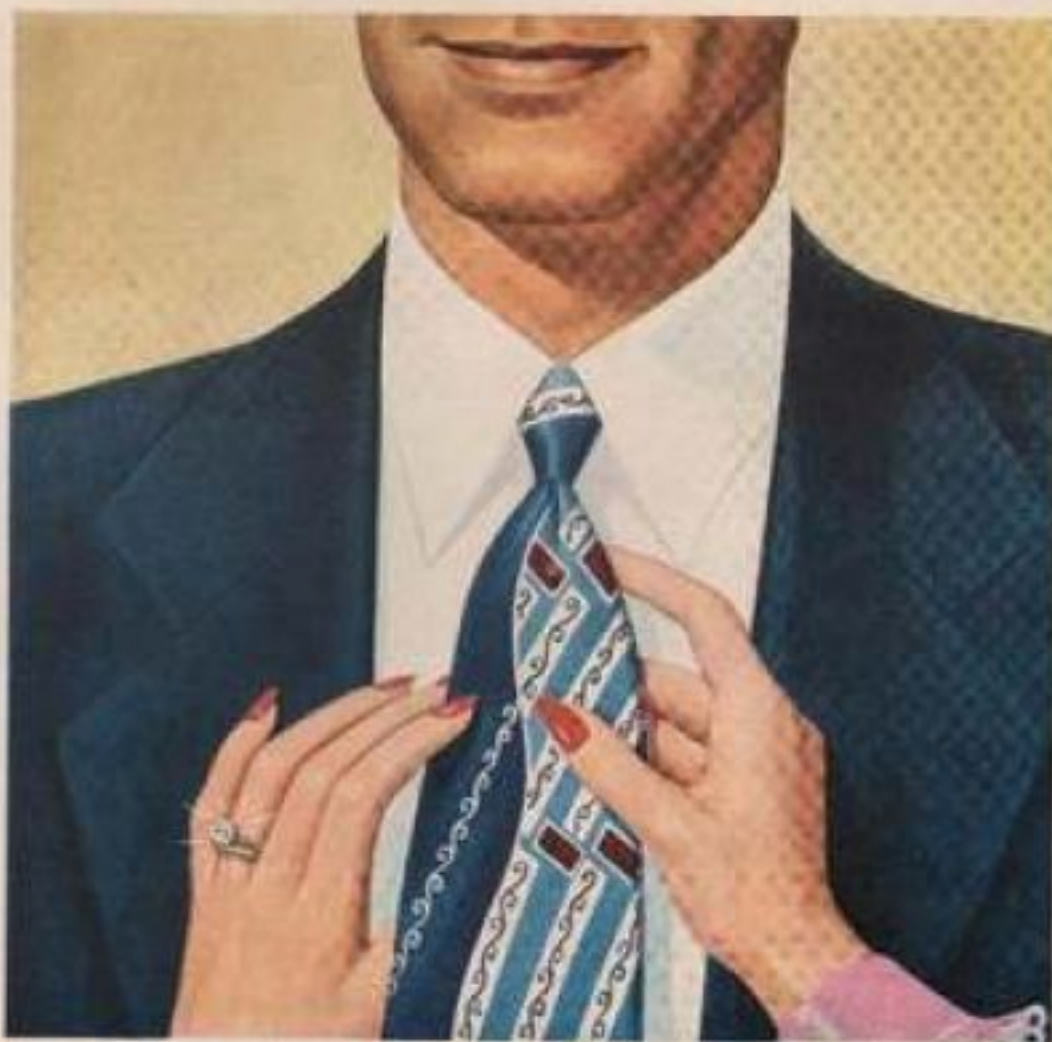
1 These got Ed off to a good start...



2 This didn't do him any harm, either...



3 Looks as though sound tactics are beginning to pay off...



4 BUT—don't forget that the world's best-looking, can't-be-copied collar, ARROW, was in there pitching for Ed day after day!

WORTH: Arrow Shirts, with collar styles to flatter every type of face, bring out the best you've got in looks!

And all Arrow Shirts (like Arrow Dart shown above) boast MITOGA—the famous body-tapered fit, and the Stanfords' label (fabric shrinkage less than 1%). All have anchored-on fronts (buttons that don't break or chip). See these handsome white shirts, many with French cuffs, at your Arrow dealers. Equally handsome Arrow ties, \$1.00 up.

**ARROW WHITE SHIRTS**

\$2.45 \$3.95 \$4.50 \$5.50 \$7.50

Cluett, Peabody & Co., Inc., Makers of Arrow Shirts-Ties

Handkerchiefs - Underwear - Sporty Shirts

Arrow Shirts Registered  
U.S. Patents



Our custom is limited to those few  
men in each community who want a  
finer hat... and to whom price is secondary



*Disney, Hatmaker since 1885*

*"You're asking  
for a Good Sock"*



**Westminster**

FAMOUS AMERICAN SOCKS





*Umm-Humm  
He Wears  
City Clubs, Too!*



BE A MEMBER OF THE **B. D. C.\***

WITH **City Club**

Take home City Club Shoes and take out membership in the *\*Best Dressed Circle!* Neither conservative nor extreme . . . you'll look right, feel right and be right.

City Club Shoes are built by Peters, famous division of International Shoe Company, world's largest shoemakers. Through quantity production, exceptional value costs you less . . . even those styles with the exclusive Luxury Tred Construction.

Get City Club and be a member of the *Best Dressed Circle* . . . confident, comfortable, correct!



STRATFORD

Also CLASTON SHOES  
at lower prices



**City Club**

DISTINCTIVE SHOES FOR MEN

*Ask your shoe dealer or write*

PETERS, DIVISION OF INTERNATIONAL SHOE COMPANY, ST. LOUIS 3, MO.

# Play up to your Navy

Basic color of every American spring  
is navy blue. Wear it...make it sharply,  
wonderfully your own this year with these  
brilliantly designed-for-navy Stetson hats.

Navy cloche with a whisper  
of green over and under  
the face-framing brim.  
Young...but knowing! \$8.95  
(light colors, \$10.95)

Clear, keen green against  
your navy. The big-brimmed  
Stetson crown that's funda-  
mental in your wardrobe. \$11.95  
(dark colors, \$9.95)

## Stetson Hats

At leading stores everywhere. Or write Stetson Hats, Inc.,  
475 Fifth Avenue, New York 17, N. Y. for name of nearest dealer.  
Also made in Canada

Swinging a spring crown  
a bold red color gem  
the new butter-would crown.  
\$12.95 (dark colors, \$10.95)

Loveliness  
that's truly lasting

# Berkshire Stockings



To know the fullest stocking satisfaction insist on lovely long-wearing Berkshires.

Beautifully knit by the largest makers of full-fashioned stockings, Berkshires' neat, even stitches and dainty reinforcements add to their wear and assure better fit.

Full-fashioned Berkshire Stockings are preferred by well-dressed women everywhere.

Berkshire  
Stockings

*Want a year 'round vacation  
from weighty clothes?*



Plateau® is all wool worsted...rich and silky. Actually, it's the same weight as your ordinary clothes. But thanks to "prelaxing" by Pacific Mills, it feels practically weightless on your back...giving you a wonderfully comfortable "out-of-your-clothes" feeling. And, like all Timely Clothes, it also has Balanced Tailoring that makes it look better...longer. In tasteful solid shades, \$60. Slacks, \$20. If you don't know your nearest dealer, write Dept. PT, Timely Clothes, Rochester 2, N. Y.

**TIMELY CLOTHES**

**PLATEAU**

*the suit with the weightless feel*

*Made by  
Pacific Mills*



*Gladys Rockmore Davis*

*Pretty wonderful,* isn't it, when anything as sound sense as knitted underwear makes you feel so good?

If you've worn it, you know how comfortable it is...how simple to keep it daisy-fresh. If you've bought Munsingwear, you know it can be beautiful...in slips, panties, vests, nighties and pajamas of cool rayon or cotton. Munsingwear has been turning out knitted underwear exclusively for fifty-six years. You can't find lovelier or lasting-er. At better stores, moderately priced.

**MUNSINGWEAR**

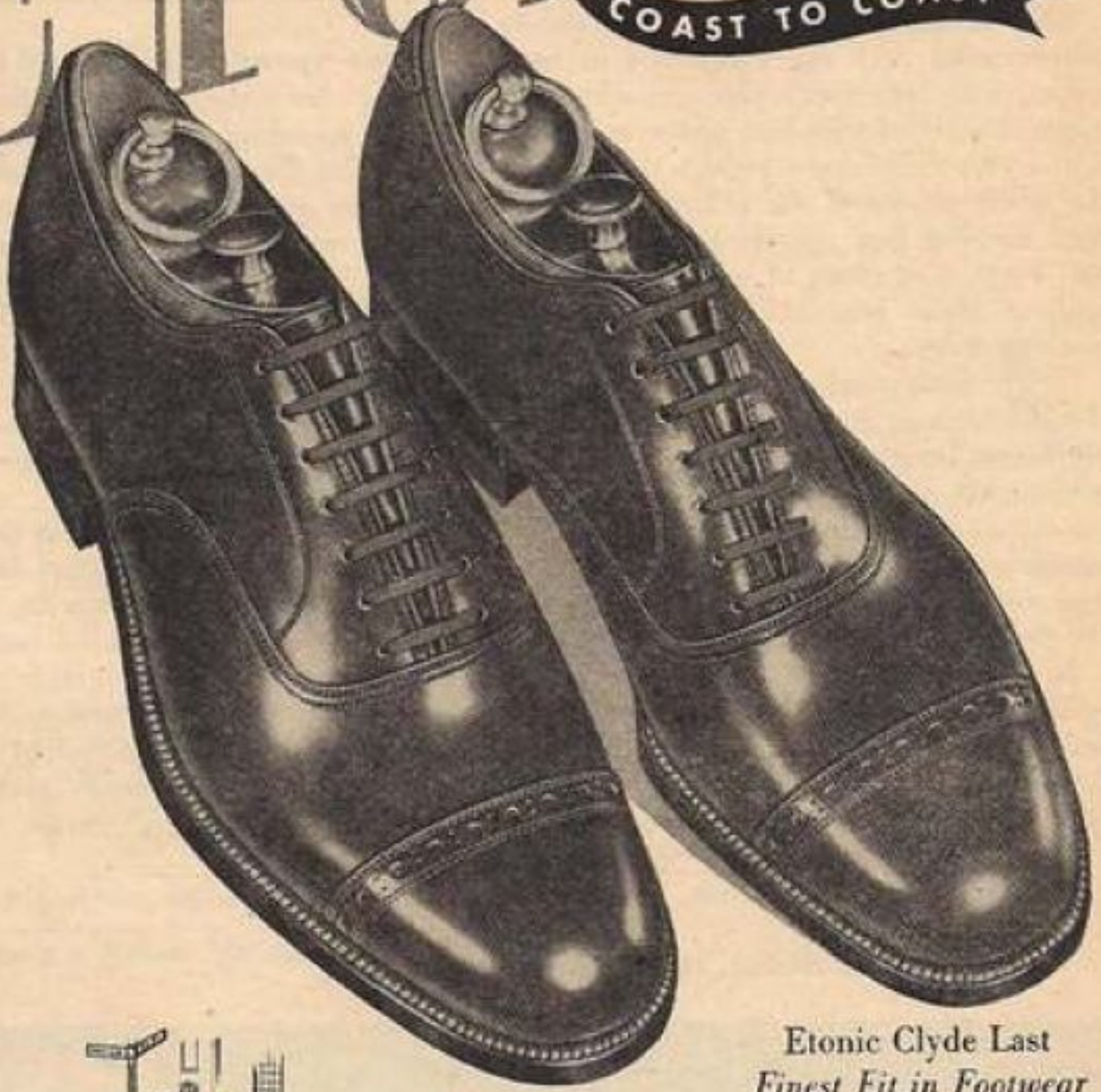
REG. U. S. PAT. OFF.



FITTED BY THE FINEST STORES

# ETONIC

COAST TO COAST



Etonic Clyde Last  
*Finest Fit in Footwear*



**E**TONIC QUALITY is News—but only to those countless progressive men who are buying their first pair. For years the thousands of satisfied Etonic Shoe wearers have made Etonic quality a news item to their friends. They know its value—in styling—in comfort—in economy. Etonic shoes are important news. Try on a pair today.



BOOTMAKERS SINCE 1876

**ETONIC**  
*Arch Fitting Shoes*

MADE AT BROCKTON, MASSACHUSETTS BY CHARLES A. DATON

# Keep Fit

## THIS WINTER



Two-piece construction  
—85c each and up.

### "Quality Corner"

Better stores offer Jockey in Rayon, mercerized cotton, linen and cotton, wool and cotton mixtures and the new super-textile, Coopreme. Shorts and Midways, 75c to \$1.25; Longs, \$1.25 to \$3.00.

## It's good for you to get *Dog-tired* outdoors in **Jockey Longs**

REG. U. S. PAT. OFF.

How long is it since you spent a grand day, outdoors in the crisp air with a dog at your heels and a good companion at your side? Occasions like that and the physical well-being they bring are yours to take . . . if you dress for them. And that means, starting with Jockey Longs! For Jockey Longs form the foundation of all active men's winter wardrobes. Made by Coopers, they're buttonless, smooth, warm and snug but not bulky. Give complete freedom of action and incorporate Jockey's famous inverted \*Y-front which makes for a perfect fit, mild support and a non-gap masculine opening. In all weights, Jockey Longs are styled for looks as well as comfort and action. At dealers everywhere who identify themselves by displaying the Jockey statue in their stores. Cost 85c and up. Contoured shirts to match, same prices. Also children's sizes down to four years. \* —The Source of Support.



**Jockey**

THE FAMOUS BRAND OF SUPPORT UNDERWEAR

TRADE MARK REG. U. S. PAT. OFF.

**Coopers** INC.  
KENOSHA WISCONSIN

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO SEATTLE

Made and distributed in Canada by Meedies, Hamilton, Ont.; in Australia by MacRae Knitting Mills, Sydney; in British Isles by Lyle & Scott, Ideal House, London; in New Zealand by Lane-Walker-Rudkin, Ltd., Christchurch, S 1



Left  
**JOCKEY SHORT**  
For summer sports; 55¢ up

Right  
**JOCKEY MIDWAY**  
Squirm-free comfort for ordinary wear; 55¢ up



Left  
**JOCKEY BELLIN**  
A trim, youthful waistline for dress-up occasions; \$1.25

Right  
**JOCKEY OVER-KNEE**  
For scratchy tweeds; 85¢ up



# Lazy Does It...Didn't It?



1. "What do you mean...*relax* and get a figure smooth as yours?"

2. "Let a Munsingwear 'Foundette' do the work! First time I've ever had Figure-Appeal *and* this wonderful free feeling. That's 3-Way Control! It smooths down bulges, of course. But it also helps hold you in younger posture!"



3. "Foundette" girdle #4070 (above), of power net with satin panels, is specially designed to give longer, lovelier lines. At better corset departments everywhere. Munsingwear, Inc., Minneapolis, New York, Chicago.

## MUNSINGWEAR

*Foundettes*  
REG. U. S. PAT. OFF.

FOUNDATIONS FOR AGES 14 TO 40



*"It's nothing a warm Munsingwear nightie can't fix!"*

She's still in the Dark Ages...hasn't seen Candlelight, Munsingwear's very own exclusive fabric for the Winter ahead. Little moonbeam flecks in the softest, warmest material. Cuddly. Wears indefinitely and washes beautifully. Here, Shirred with elastic into fluid folds for the sweet young gown; Shirred again in the pajamas to make a pert peplum. In lots of other styles, too. All inexpensive...at better stores. Munsingwear, Inc. • Minneapolis • New York • Chicago

**MUNSINGWEAR** *Candlelight*  
*Fit That Lasts!* *Dream-Makers*

TRADE-MARK

UNDERWEAR, SLEEPING AND LOUNGING WEAR, FOUNDATION GARMENTS AND HOSIERY

Rely on  
**Reliance**



**On a thousand jobs...  
BIG YANK work shirts and pants**

Practical as the wartime job you're doing! Smart as a fighting uniform! On a thousand home front duties, you can Rely on Reliance Big Yank Work Suits. Rugged washable fabrics—coverts, poplin and twills. Matching shirts

and pants in shades of blue, tan and gray. Sold at better stores everywhere. If your dealer is temporarily out of Big Yanks, try again. Reliance production is enlisted principally in serving the armed forces.

**RELIANCE MANUFACTURING COMPANY**

212 W. Monroe St. • Chicago 6, Ill.

New York Offices: 200 Fifth Ave. • 1350 Broadway

MAKERS OF Big Yank Work Clothing • Army Shirts • Ensigns Shirts and Slacks  
Universal Peijamas • Yank Jr. Garments for Boys • Hatters Hats and Kay Whorsey  
Dresses • Yankline Coats • No-Tate Shirts • Parachutes for Men and Material



**+** YOUR RED CROSS  
IS AT HIS SIDE



**THE MEN'S SLIDE FASTENER WALKER** gives fast and sure traction—rugged for the country and for the city. He can wear trousers tucked in, or outside, depending on the weather.

## Make Winter a Friend of the Family . . .



**THE STRAND**—A beautiful Vibram Gator in green, brown, or black. A striking new sleek, shined front for easy on, easy off. Fits over hosiery and socks.

Enjoy winter's ice and snow in snug-fitting, smart-looking, sturdy-wearing **BALL-BAND Weatherproofs**. Protect your family's health and your pocketbook—keep shoes dry and feet cozy in these winter-time favorites. Look for the store that displays the Red Ball trade-mark—your sign of honest value for over fifty years. Here are but four of the many styles, available to fit every foot and suit every taste.



**THE SHEBOYGAN**—warm, welcome insurance against chilly toes. Fleece lining and smart shearing cuff mean store-wide comfort. Can be worn with smooth or party slippers.



**THE BEVERLY**—A favorite for small folks. Has warm fleece lining; full height tongue—waterproof to the top; single strap with adjustable snap buckle. Easy for little hands to put on or take off.

Look for the **RED BALL** on the sole of the shoe



**Ball-Band**  
*Weatherproofs*

MISHAWAKA RUBBER & WOOLEN MFG. CO., MISHAWAKA, INDIANA



*An elegant  
more slender  
figure...*

Is the ardent aim of women who have an overweight problem. It's a "must" with many women in public life.

A simple, sensible solution intended to help you forget the disagreeable things usually associated with reducing is found in the

*Ayds*

**Vitamin Candy  
Reducing Plan**

Since authorities agree that most overweight is caused by overeating, thousands have found the AYDS Plan a sensible and satisfactory way to reduce. With the AYDS Plan you don't cut out any meals or all the things you like... you just cut them down. You eat delicious AYDS according to directions, which dulls the appetite, making it easier to eat less.

Clinical tests by medical doctors prove the AYDS Candy Plan effective yet harmless. Its safe, simple effectiveness has helped to win its tremendous popularity.

30 days supply only \$2.25. At leading dept. and drug stores everywhere.

**THE CARLAY CO., Inc., Chicago**

**NO DRUGS**

**NO LAXATIVES**

**NO EXERCISE**

**NO MASSAGE**





Photographed in the Beverly Hills Hotel, California

## UNDER 5' 5" AND ONLY \$55

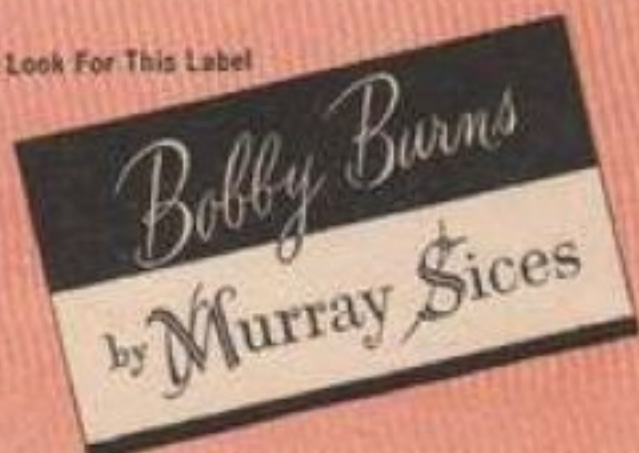
### DESIGNER'S TRIUMPH FOR THE IN-BETWEEN FIGURE

The style makes news! The fit makes news! The price IS news! Beautifully tailored, carefully detailed suits designed by Murray Sices for the in-between figure. Slimming, trimming, they need no costly alterations. In lively Spring colors and the finest sharkskin, faille, gabardine, worsted crepe and worsted check. Sizes 12½ to 24½.

Pictured here, just three of the great Murray Sices collection.

Also in wonderful Forstmann's gabardine, \$85.

Look For This Label



At Russeks, New York; and other fine stores, or write.

**THE MURRAY SICES CORP.**

252 West 37th Street, New York City



Above is Bette, looking sleek and sophisticated in her Murray Sices suit of Julliard Master crepe, \$45.



In gabardine, Bette is perfectly suited by Murray Sices from desk to date, \$55.



20 years from now

WILL THEY THANK  
YOU FOR GOOD  
STRONG FEET?



*Ah, you mother of a child—you want his manners to be nice, you want his brain to be quick, you want his back to be straight, you want his hands to be agile—but don't you want his feet to be sturdy and true, well-shaped and graceful? Or those feet of your daughter?*

You mother of a child—twenty years from now his feet will be walking up to get a diploma, or confidently marching in to get a job—maybe walking up to an old church altar to meet a bride in white. (Or it may be the bride herself.)

Your child may never thank you for good, strong feet. He'll take them as a matter of fact.

But what will he think—if they're not good, strong feet! Sure, he'll still love you—but "why didn't mother make sure I was growing up right?"

It is a responsibility—just one of many a mother takes on when she brings a child into the world.

But it can be made one of your

easiest responsibilities. Buster Brown\* Shoes are the best friends of a mother who wants children's feet to grow up right.

Buster Brown features were developed with the cooperation of mothers and on the actual feet of children. For 28 years the makers of Buster Brown have specialized in scientific principle of foot health in growing children.

Buster Brown's 6-Point Fitting Plan provides exactly the right shoe for the individual fit.

Buster Brown will help you say twenty years from now, "I did my part about their feet."

Write for name of nearest Buster Brown retailer **\$2.50 to \$5.95**  
BROWNS SHOE COMPANY—Manufacturers, St. Louis.  
Also makers of Buster Brown Official Boy and Girl Scout Shoes.



Now out of every ten children are born with normal feet but at grade school age 70 per cent have developed some foot weakness—shown entirely due to poorly made, poorly fitted shoes. The Buster Brown 6-Point Fitting Plan eliminates guesswork and helps keep normal feet normal.

G416—Brown all over look, Health Calfskin.



F424—Patent and black elastic-gum-sole pump, Health Calfskin.



F408—Brown Giltie patent, antique finish, Health calf-skin.



E373—Boys' brown oxford, antique finish, eye fall sides, Health calf.

BUSTER BROWN



SHOES

FOR BOYS AND GIRLS OF ALL AGES

THE U. S. PA. CO.

PENTHOUSE PLATFORMS

BY

*Naturalizer*

THE SHOE WITH  
THE BEAUTIFUL FIT



The shoe with a view . . .  
your beloved platform, done by Naturalizer  
in a lovely elegant pump. It fits like a dream  
and looks good from any angle.  
Naturalizer Division, Brown Shoe Company, St. Louis.



Clothes by Elton-Foto

## Wedding-Cake Crowns

Tiered high, higher, highest for a wonderful new look. Sharpening the excitement of the year's softer suits. Marking you in the vanguard of a fresh fashion trend. Doubly good in the new Stetson ceramic colors.

HORIZON GOLD... soft-brimmed, double-crowned for twice the smartness, \$18.95 (Dark colors, \$11.95)  
 LAQUER GREEN... a new swirled top, sleek above your face, \$13.95 (Light colors, \$7.95)  
 CALIFORNIA-BURGUNDY... triple tiers of the Stetson felt, \$16.95 (Light colors, \$12.95)

## STETSON HATS

AT LEADING STORES OR WRITE STETSON HATS, INC., 415 FIFTH AVENUE, NEW YORK 17, N. Y., FOR NAME OF NEAREST DEALER. ALSO MADE IN CANADA.

# BEFORE

# and AFTER

## he started to write with two hands!

Everyone knew he should get better marks.

They knew he was not a slow thinker . . . but no one realized that he was a slow writer!

His writing could never match the speed of his thoughts—and low grades were the penalty.

But now he's writing faster, keeping up with his thoughts—with two hands instead of one, on a Royal Portable typewriter!

Give your child the chance to put both hands to work! Give him a Royal Portable!

**The standard typewriter in portable size  
...the new Gray Magic Royal!**

The Royal Portable—the efficient typewriter in truly portable size—is the portable non-agers want most! Surveys prove it is a more than 2-to-1 favorite over any other brand! And now there's a new

Royal Portable . . . the GRAY MAGIC!

Check over some of the exclusive "big machine" features found only on the Gray Magic Royal Portable . . .



The only Portable Typewriter with "MAGIC" MARGIN. This famous Royal exclusive eliminates fumbling with margin stops. In same location as on Royal office typewriters.

**Finger-Flow Keys!** Keys shaped to the contour of your finger tips. Make typing easier, faster. Only Royal has them! The Royal Portable has a fully standard keyboard, in size, width, slope, and in distance between rows of keys, as well as in position of controls!

**Streamlined, compact beauty!** Gray Magic is

a pleasure to your eyes and your touch. It's designed for beauty, built to maintain its looks and precision for years of rugged use!

**It's truly the standard typewriter in portable size.** See the Gray Magic Royal Portable at your dealer's today! See the new Air-flight carrying case . . . see how simply, securely it holds this truly portable typewriter. Learn how easy it is for you to own one.

"Magic" is a registered trademark of Royal Typewriter Company, Inc.



## GRAY MAGIC

# ROYAL PORTABLE

Made by the world's largest manufacturer of typewriters



## *JUST TO MAKE SURE...*

You can't blame Dad for wanting to make sure of his evening Milky Way, for he knows what a thrilling treat a Milky Way can be. From the very first bite, you enjoy that rare taste blend of the thick, milk chocolate coating... the golden layer of smooth, creamy caramel... and the soft, chocolate nougat center, richly flavored with real malted milk. All together, a truly thrilling treat, right down to the last, delightful flavor that lingers in your mouth.

When you crave good candy, eat a

*Milky Way*





# WHAT'S INSIDE?

Today... it's smarter than ever to be CURIOUS about  
**INNER CONSTRUCTION** when you buy your children's shoes

...because war has made greater differences than ever before in the materials, construction and wearing quality of children's shoes.

And here's a warning... the big differences are inside where you can't see 'em when you buy.

That's why you must depend, more than ever, on a trustworthy brand... the Poll-Parrot or Star Brand... with Built-in FIT.\*

They... in spite of war... these famous names mean fine workmanship... sturdy inner construction and rugged materials that wear and hold their shape... doubly important now when shoes must be reeled.

Don't wonder about children's shoes... for more of real dollar-for-dollar value at your Poll-Parrot dealer. You'll find him a helpful authority on children's shoe problems.

ROBERT L. JOHNSON & BOND, Division of International Shoe Company, ST. LOUIS, MO.

### BUILT-IN FIT

1. Room for growing toes
2. Correlated heel-to-heel fit
3. No binding lacing
4. Age-conforming arches
5. Ankle-bugging top lines
6. Long, gun-shaped heels
7. Straight-toed lasts
8. Free-motion flexibility
9. Soft, durable uppers
10. Rugged, long-wearing soles



Buy freedom for your children with WAR BONDS

**Poll-Parrot**  
 AND  
**STAR BRAND SHOES**  
 with BUILT-IN FIT for Boys and Girls

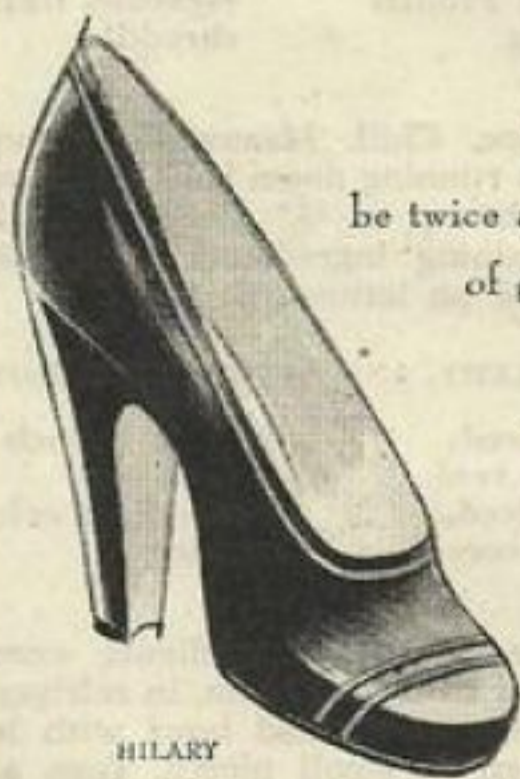


TWICE AS MANY  
FOOT-HOURS?



*you're*  
**Twice as Smart**  
WITH **Vitality** SHOES

Doing double stint these days? Of course! So, be twice as smart with Vitality Shoes. Such a happy blending of good style with gentle, heel-gripping fit. Their better materials, expertly crafted, wear on and on. At fine stores throughout America.



HILARY

Complete Range of Sizes and Widths  
Vitality Open Road Shoes for Outdoor  
and Campus Wear, \$5.50 and \$6

**\$6.95**



RANELLE

Vitality Shoe Company  
Division of International Shoe  
Company, St. Louis, Missouri



## National Mechanized Accounting

provides "60-second service" at this hotel desk...

... See what it can do for your business! Mechanization is today's key to efficient, economical accounting for businesses of every size and type. Mechanization with National Accounting Machines brings savings ranging up to 30%! Savings which

often pay for the whole installation in the first year—and then go on from year to year. Let your local National representative check your present set-up, and report *specifically* the savings you can expect. No cost or obligation of any kind.



THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO



# Van Raalte

"BECAUSE YOU LOVE NICE THINGS"



Left: Storm Cloud. Right: Autumn Leaf.

## Looking ahead: your two indispensable Forecast Colors...

Autumn Leaf—Van Raalte's livelier, warmer beige for all your browns and brighter clothes... Storm Cloud—to complement your blacks and complement your skin. Both—absolute essentials in every woman's life—in the nicest of nylons, with the exclusive Van Raalte FlexToe®. At better stores everywhere. Fivcol. 15 denier—51 gauge, \$1.50 the pair. Other Van Raalte stockings from \$1.25.

—and Van Raalte is famous for gloves and underthings, too.



In your most generous length—of course!



# Papa knows <sup>B.V.D.</sup> best

B.V.D. has been very close to Dad most of his life. They're old friends and—like most old friends—they enjoy being together often. Here's your chance to make Dad very happy on Father's Day. See your local dealer's collection of leisure-wear and underwear by B.V.D.

FATHER'S DAY - SUNDAY, JUNE 15th



B.V.D. "Father Finger Pinner" has the business end of knucklebuds but are much lighter and softer. \$2 per pair in smart evening. Matching sleeveless tubes are ideal for beach, locker and home use. \$2.50.



B.V.D. "Agulana brand" Briefs, two-way stretch fabric from gear with easy body movement. \$1.95. B.V.D. Gibraltar Briefs are perfect for land and water activities. \$1.95, \$2.95, \$3.95 in a wide range of colors.

FATHER'S DAY SUNDAY JUNE 15th  
**MADE FOR THE B.V.D. BEST RETAIL TRADE.**  
 REG. U. S. PAT. OFF.



"Cannon Hunt" Sport Shirts tailored by B.V.D. in new "Cannon Hunt" of blue, tan, green. Dad will like the masculine, slant-shoulder lines and the convertible collar. \$2 in all sizes. Other B.V.D. sportswear from \$4 to \$5.



Ever-ready Zelan-process Jackets tailored by B.V.D. Just right for the outdoor Dad. Waterproofing poplin on the one side; Plush or solid cotton on the reverse side. Ties, wide buttons, \$5 in all sizes.

*"Next to myself, I like B.V.D. best"*

THE B.V.D. CORPORATION, EMPIRE STATE BUILDING, NEW YORK CITY • IN CANADA - THE B.V.D. COMPANY, LTD., MONTREAL

MADE IN U.S.A.

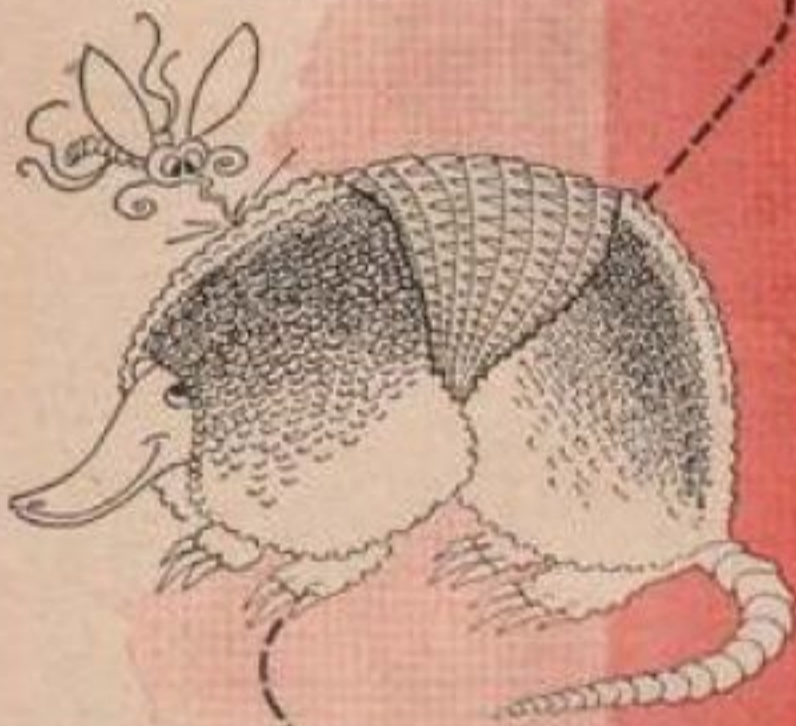
More men want

**Jockey**

Over-Knee  
to protect tender skin!



Jockey  
Over-Knee



Get the  
Complete  
Jockey  
Underwardrobe



Jockey Short  
for active  
sport



Jockey Brief  
for every-  
day wear



Jockey Bellie  
for dress-  
up wear



Jockey Over-Knee  
protects ten-  
der skin,  
trouser press



Jockey Long  
for full-leg  
protection

● Just the right length to protect tender skin—protect trouser press, too. No wonder Jockey Over-Knee is so popular.

Like all Jockey styles, Over-Knee has those Jockey features men prefer—no-gap opening, protective cradled pouch, smooth no-bulge seams, long-life elastic waistband of natural rubber. Which means real he-man comfort and trim fit for you. Look for "Y-Front" on the garment—it's your assurance that you're getting the famous Coopers product.

See your Jockey dealer. He has the "Hip-Tape," special measuring method copyrighted by Coopers. It assures you perfect fit all over—waist, hips and crotch. Then, get Jockey and get really comfortable! Buy Jockey Contoured Shirts to match, short sleeves or sleeveless.

Also Jockey Underwear in Children's Sizes

Be modern . . . wear knit support underwear . . . insist on the Jockey\* label



it's a brand...it's a trademark...it's made by

**Coopers** INC.  
Kenosha, Wisconsin

\*REG. U. S. PAT. OFF.  
Licensees: Canada, Moodies; British Isles, Lyle & Scott; Australia, Szenda; New Zealand, Lane-Walker-Rodkin; Switzerland, Volinzeiler; Colombia, Ego; Italy, Sacis; France, Verdier.

"You're asking Gock  
for a Good Sock"



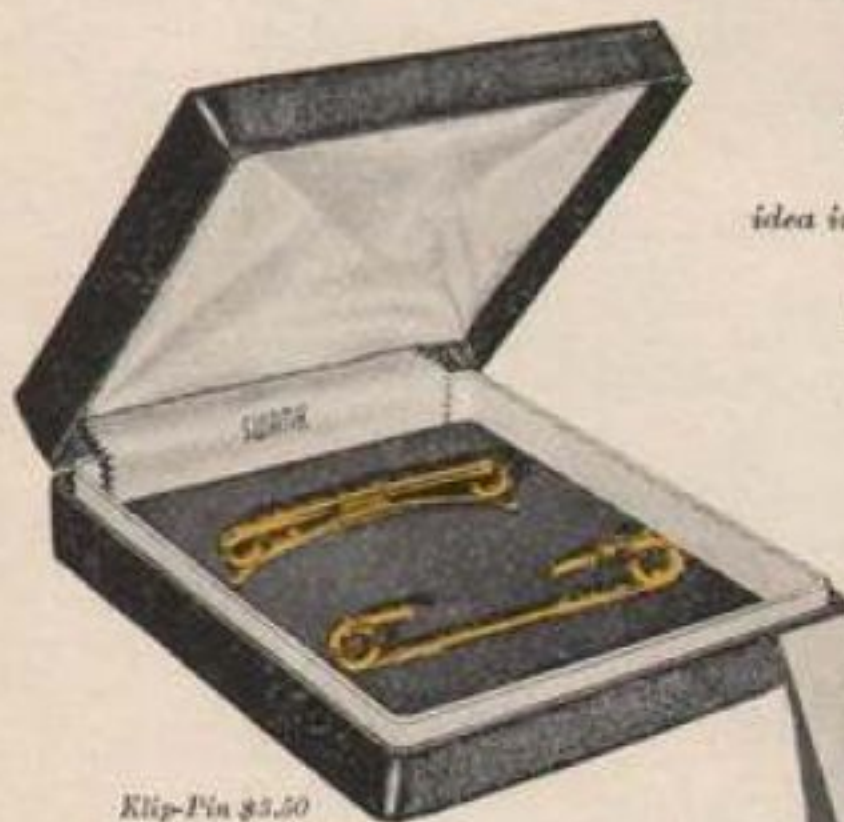
Westminster

FAMOUS AMERICAN SOCKS





## Just Slip Him a Klip-Pin



*Klip-Pin \$3.50  
Klip-Pin Set \$5.00  
in Rosted Gold Plate  
Other Swank brand sets to \$100*

*On a man's tie it looks like a pin. It holds like a pin. But it isn't a pin. It's the Klip-Pin, another ingenious SWANK idea in a slip-on Tie Clip—another reason why well-groomed men prefer SWANK. Dressy, useful, clever, it makes a welcome gift—or a smart buy for yourself.*



SWANK—Reg. U. S. Pat. Off., Swank, Inc., Attleboro, Mass.



## Beach Gowns & Trunks

Beach Gown and Trunks to match would be an interesting pair under almost any conditions at all...but when their mutual good looks are fairly and squarely based upon a bold Cotton Twill specially printed in one of *Brooks Brothers' own patterns*, they really do hit a new high in swimming equipment. Maroon, Navy Blue, or Brown pattern on Tan ground. Beach Gown, \$22. Trunks, \$6.75.



Pleated Trunks, with snake buckles, in sizes 30 to 40, \$6.75. Shawl-collar Gown with three big pockets. Small, Medium or Large, \$22. Maroon, Blue, or Brown on Tan. Matched Set, \$28.75.



*Brooks Brothers,*  
CLOTHING,  
Men's Furnishings, Hats & Shoes

OFFICERS' UNIFORMS, FURNISHINGS AND ACCESSORIES

346 MADISON AVENUE, CORNER 44TH ST., NEW YORK 17, N. Y.

46 NEWBURY, CORNER BERKELEY STREET, BOSTON 16, MASS.

523 WEST 6TH ST., LOS ANGELES 14, CAL. • 111 SUTTER ST., SAN FRANCISCO 4, CAL.

*There's more to a fine shoe  
than meets the eye . . .*

**THE SHOE HORN IS THE FINAL JUDGE**

Before you decide to buy any shoe, the final test is the way it feels on your foot. That's why we suggest that you try on a pair of Jarman's . . . and let the shoe horn be the judge. Your foot will be ushered into a new experience—Jarman's friendliness of fit! Combined with smart, authentic styling, fine leathers and expert workmanship, this friendliness of fit has made the name Jarman a synonym for correct footwear throughout America.

\$5.85 to \$8.85  
MOST STYLES

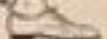


FROM JARMAN'S NEW

*"Townsmen" SERIES*

Style No. 8126, Your Jarman shoe!

See this distinctive shoe and other smart "Townsmen" styles designed especially for town and business wear.

TRY ON A PAIR OF JARMAN'S TODAY  LET THE SHOE HORN BE THE JUDGE



...why wear a raincoat that looks like a tent when you can have a smartly-styled

## RAINFAIR Storm Coat

First Choice of Rainfair's College Style Board is the **ZIPRAIN** (Gabardine)

The nonchalance that comes with precise tailoring is evident in this English knee-length, top-quality gabardine. Showerproofed by Cravenette. Talon fastener on fly front. Slash-through pockets. Railroad stitching on cuffs and bottom. Full iridescent rayon lining. Bleached bone or light olive in sizes 32 to 44. Regulars or longs.

Only **\$12<sup>50</sup>**



Topcoat  
Smartness  
*plus*  
Showerproof  
Protection



## COVERT UNIVERSITY

Reversible! Nothing like it! On one side, covert cloth, sensational fabric of fine finish and soft texture. On the other, bleached bone gabardine. Both sides showerproofed by Cravenette. Finger-tip length, covert-faced lapels, fly-front, set-in sleeves, slash pockets, railroad stitching. Sizes 32 to 44. Regulars or longs.

**\$15<sup>75</sup>**



If Your Favorite Store Cannot Supply You  
Mail Coupon Today to  
**RAINFAIR, RACINE, WISCONSIN**

Please send Parcel Post Prepaid, coats as shown.

- ZIPRAIN (\$12.50)
- COVERT UNIVERSITY (\$15.75)

Color.....Size.....  
Length:  Reg.  Long  Short  
 Check or Money Order  Cash  
 C.O.D. (15c extra). Money back if not satisfied on receipt. Sizes and colors gladly exchanged. Prices for U.S.A. only.

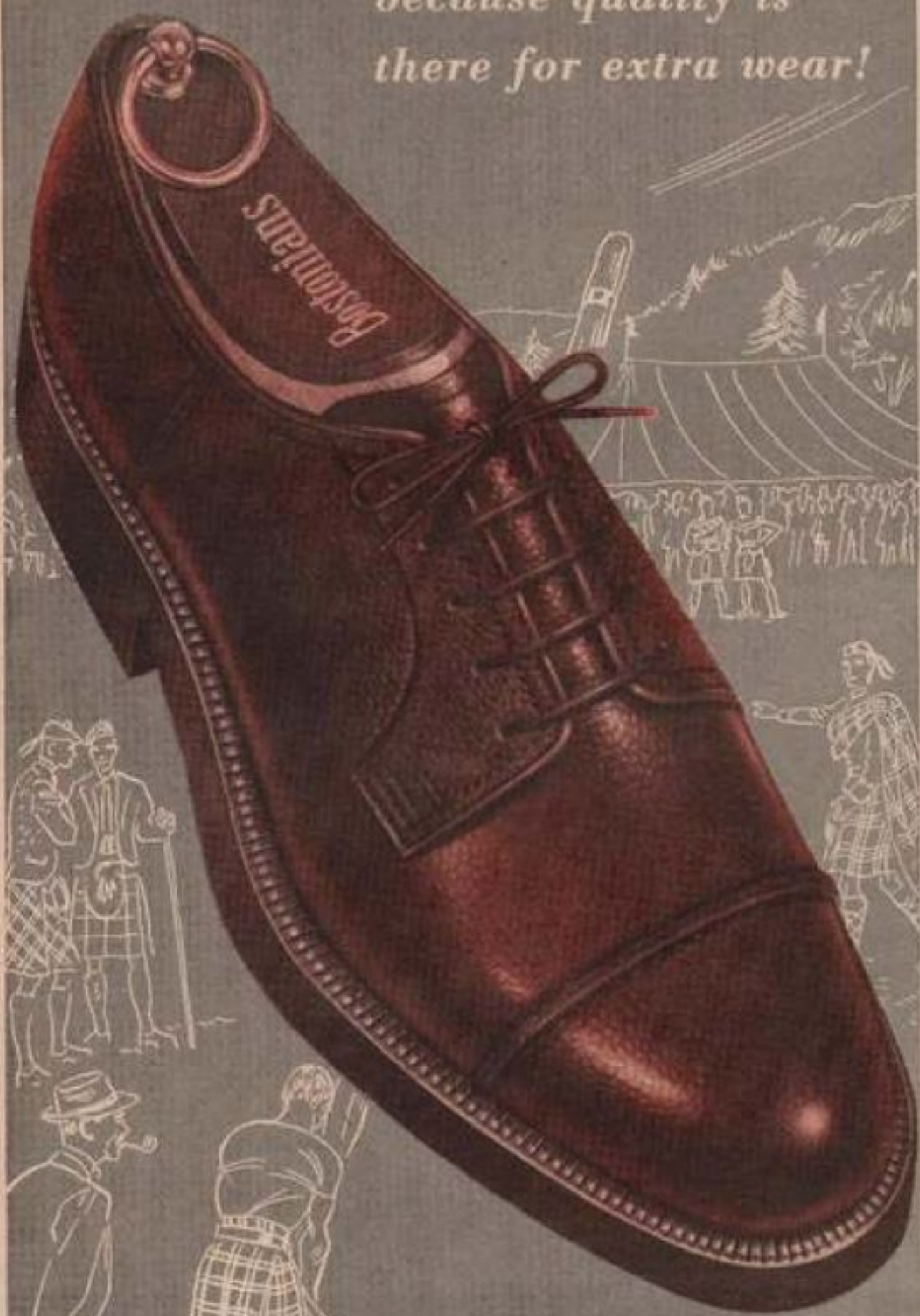
Name.....  
Address.....  
City.....  
State.....

Write for free Style Chart on leading RAINFAIR models



# Bostonians

*because quality is  
there for extra wear!*



*Kiltie Scotch* Saddle-stitched  
and butted tip—bold and definite.  
Hearty, plump grains for thrifty, longer  
wear. Handsomely put-together  
with traditional Bostonians craftsmanship  
assuring you unsurpassed fit and comfort.

*Bostonians start at \$13.95.*

# Bostonians

*of Whittman Massachusetts*



IT'S A  
**KUPPENHEIMER**

*AN INVESTMENT IN GOOD APPEARANCE*

Through-and-through quality shows up in the distinction that Kuppenheimer clothes add to a man's appearance . . . in the way the richer fabrics hold their drape and shape under long hard wear . . . in the priceless satisfaction a man enjoys when he knows he looks his best.

You'll see and feel these important advantages the first time you stand in front of a mirror in a Kuppenheimer.



© 1948, B. Kuppenheimer & Co., Inc., Chicago 7

"Look Mommy—  
I can see my face  
in Daddy's shoe."



FOR THAT  
BRIGHTER, LONGER-LASTING  
**LOOKING-GLASS  
SHINE**

**LANOLIZE\***  
YOUR SHOES WITH  
**ESQUIRE**  
**BOOT POLISH**



Reg. U.S.  
Pat. Off.

Bright as her eyes, bright as her smile—a Looking-Glass Shine! When you Lanolize your shoes with Esquire Boot Polish, they're so bright you can see your face in them. They have a shine that comes back *quick* with a *flick* of a cloth or a brush. Lanolize your shoes today! See why more men, women and children use Esquire Boot Polish than any other quality shoe polish.

**CONTAINS LANOLIN**  
Nature's Own Leather Preservative

Product of Knomark Mfg. Co., Inc., Brooklyn, N. Y.

ON SALE AT SHOE STORES, SHOE REPAIR SHOPS, DEPT. STORES

## Three simple tricks of magic



### 1. Thwart the sun

Bounce the sun's heat off your chest! The trick: white shirts—white reflects light, color absorbs it. Best all-round whites—Arrow! Above: Gordon (oiled cloth), Trump (soft-collared broadcloth), Hitt (sun-wilt-collared broadcloth), \$2 each.



### 2. Create optical illusions

If your neck is chunky, make it look longer, slimmer by wearing the Arrow Hull Shirt (left, with new, slope low neck-lined collar, \$2). If your neck is longish, short collar points de-emphasize it (Arrow Arden, center, \$2). If you like collars that look starched, but aren't—Arrow Dale (right, \$2.50).

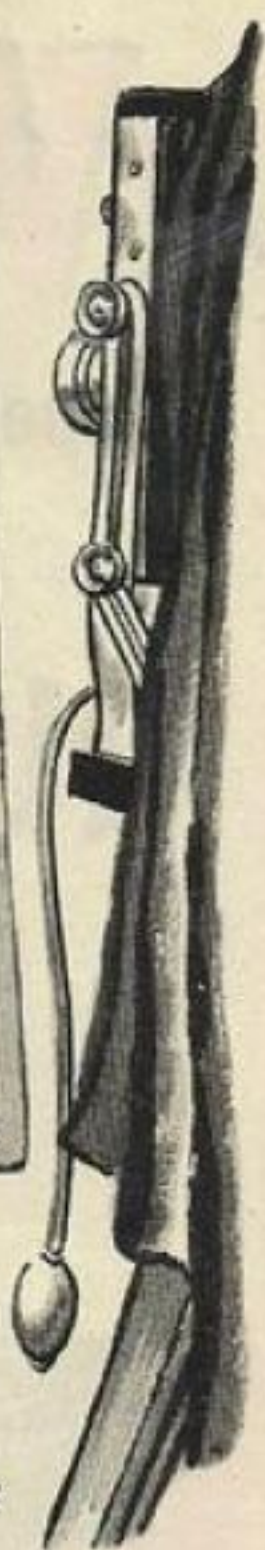


### 3. Be a quick-change artist

(a) Appear before friends thus. They'll say, "Man, mighty fine shirt!"  
 (b) Whip off the tie, open the top button. They'll open their eyes! For now—(c) you have on a different shirt—a sports shirt with style, comfort, with Arrow's trim "Minoga" figure fit. It's the new *Arrow Doublet*! At your Arrow dealer's. \$2, up.

## ARROW SHIRTS

*Superior-Stretch, fabric shrinkage less than 7%—a new shirt free if one ever shrinks out of fit. Cluett, Peabody & Co., Inc., Troy, N. Y.*



**"Stop it, Ed—  
that man'll KILL you!"**



**ED:** Well, a man's got a right to a little liberty, I guess, my love. And I *won't*—

**ANN:** Yes! You won't pose unless you can show yourself off in that *wonderful, cool, lightweight* Arrow Shirt, will you? Humph! That man'll **KILL**—

**ED:** No dolorous forebodings, my dove. You know how sad I look without that one-and-only Arrow Collar! You *also* know what that streamlined, shaped-to-my-shape shirt fit\* does for me!

**ANN:** I *know*. But I don't want to be a widow just because of your vanity! And when that photographer comes back, Ed, he'll simply **EAT YOU UP!**

**ED:** *There!* Now I can sit for our portrait, darling— and do us both justice! If I could only show the *Sanforized* label on my neckband—

**ANN:** You know something? I think you're *plumb raving crazy!* Mother always said you were. *Sanforized* label, indeed! Everybody knows it means "fabric shrinkage less than 1%," and why you—OH-oh!

**ED:** Ah, ready now, Sir Flashbulb? I have taken a very slight liberty with your scenery, as you may observe. And I trust—now, **TAKE IT EASY!**

**ANN:** Oh *dear!* Run, Ed!

**PHOTOG:** No-no! No run from Tony. He just want-a looka thees mos' *beautiful* shirt inna world! What ees hees name, Senor? Where can I get heem? How much-a he cost? I paint heem inna my scenery, no? Make much-a money for Tony, heem! \$3.50 \*Mitoga

Arrow, Mitoga, Sanforized: Registered Trade-marks  
Cluett, Peabody & Co., Inc.

**ARROW LIGHTWEIGHT SHIRTS**



You'll find the capacity of the

# Hartmann

## TOUROBE

nothing short of amazing

...and yourself short of nothing

when you travel

*No two people could travel with greater convenience than with one Hartmann Tourobe . . . the wardrobe trunk in miniature. Just look at all it allows you to carry . . . with no excess baggage charge when travelling together by air.*

|                 |                  |                |                 |
|-----------------|------------------|----------------|-----------------|
| 3 men's suits   | 4 ties           | 1 woman's suit | 2 blouses       |
| 4 shirts        | 3 pajamas        | 5 dresses      | 2 skirts        |
| 1 pair shoes    | 1 toilet kit     | 1 formal dress | 2 pairs shoes   |
| 1 man's robe    | 12 handkerchiefs | 1 negligee     | 4 pairs hosiery |
| 1 pair slippers | 3 shorts         | 6 slips        | 1 pair slippers |
| 8 pairs socks   | 2 undershirts    | 1 woman's robe | 2 nightgowns    |

*No. C68, shown in rawhide, \$108. Tourobes from \$78. Other models from \$30. Prices include Federal tax.*



# Hartmann

HARTMANN COMPANY - RACINE, WISCONSIN

Vintage Air Service  
Security Mark

Among the  
fine stores  
featuring  
Barron-Anderson  
WORUMBO  
"TRAVELITE"  
Topcoats

|                      |                      |
|----------------------|----------------------|
| Albany, O.           | W. O'Hair Co.        |
| Albany, N. Y.        | C. L. Sennel         |
| Atlanta, Ga.         | Clayton Co. Co.      |
| Birmingham, Ala.     | Fuller               |
| Boston, Mass.        | Jordan Ward Co.      |
| Buffalo, N. Y.       | Wm. Hanger Co.       |
| Carson, D.           | C. W. Harris Co.     |
| Chicago, Ill.        | Marshall Field & Co. |
| Cleveland, O.        | The Macy Co.         |
| Dayton, O.           | The Montgomery       |
| Denver, Col.         | The Macy Co.         |
| Detroit, Mich.       | Henry Seltzer        |
| Eliz., Pa.           | Woolen Faber         |
| Essexville, Ind.     | Shoemaker & Sons     |
| Grand Rapids, Mich.  | Woolen Traders       |
| Hartford, Conn.      | G. Fox & Co.         |
| Indianapolis, Ind.   | J. S. Kates & Co.    |
| Kansas City, Mo.     | Just Perry           |
| Lancaster, Pa.       | W. J. & Stand        |
| Los Angeles, Cal.    | The Macy Co.         |
| Louisville, Ky.      | Robert Taylor Co.    |
| Madison, Wis.        | Teasdale & Bellows   |
| Minneapolis, Minn.   | Woolen Traders       |
| New York, N. Y.      | Woolen Traders       |
| Newark, N. J.        | Woolen Traders       |
| Oklahoma City, Okla. | Kaufmann's           |
| Philadelphia, Pa.    | Woolen Traders       |
| Pittsburgh, Pa.      | Woolen Traders       |
| Portland, Me.        | Woolen Traders       |
| Portland, Ore.       | Woolen Traders       |
| Rochester, N. Y.     | Woolen Traders       |
| Richmond, Va.        | Woolen Traders       |
| Roseland, N. Y.      | Woolen Traders       |
| St. Louis, Mo.       | Woolen Traders       |
| San Francisco, Cal.  | Woolen Traders       |
| Seattle, Wash.       | Woolen Traders       |
| St. Louis, Mo.       | Woolen Traders       |
| Springfield, Mass.   | Woolen Traders       |
| Washington, D. C.    | Woolen Traders       |

If your city is not listed above, write for the name of a nearby dealer.



Men who select a topcoat for its luxurious, easy comfort and distinguished bearing will enthuse about the "Travelite". Beautifully tailored by Barron-Anderson from this exclusive, smoothly finished Wonderful Worumbo Woolens. Her coat by Vera Maxwell, of Worumbo's lovely "Crystal Tweed".

 **Worumbo**  
Fabric Perfection Since 1865

Fifty-one Madison Avenue, New York 10, N. Y.

*the shoe with the youthful feel*

*Air/Step*

**6.50**  
WOMEN'S  
SHOES



*Yours the swing, the zest, the easy freedom of a young and happy foot with Air Step's Magic Sole. A kindly, comforting cushion that turns hard pavements soft.*

SEE US AT THE UNIVERSITY OF TEXAS AT AUSTIN • BROWN FOOT COMPANY • ST. LOUIS





JOIN THE **B.D.C.\*** WITH

# City Club

No wonder men in the *Best Dressed Circle* go CITY CLUB! Styled just right—made of fine, supple leathers—true-tailored to keep their easy-going fit.

Some styles feature the famous Luxury Tred Construction, exclusive with CITY CLUB. All styles give outstanding value . . . are moderately priced, thanks to quantity production. You see, Peters is a division of International Shoe Company, world's largest shoemakers.

Get City Club and move in the *Best Dressed Circle* . . . confident, comfortable, correct. Moderately priced.

Also CLASTON SHOES  
at lower prices



TRUXTON



# City Club

DISTINCTIVE SHOES FOR MEN

*Ask your shoe dealer or write*

PETERS, DIVISION OF INTERNATIONAL SHOE COMPANY, ST. LOUIS 3, MO.

**You won't believe your eyes...**

*watches like these at prices like these*

Handsome, yes . . . costly-looking, yes . . . but what really makes these new Keltons such remarkable values is their time-keeping quality. Here are truly *American* watches, made in the most modern watch factory in America . . . benefiting by high-

precision wartime work done before reconversion. No time or expense has been spared to give you the correct time at *less* expense. If your dealer hasn't a Kelton watch today, call on him again — more of these fine Keltons are on the way!

# THE **KELTON** WATCH



## THE KELTON *Dexter*

Engineers and doctors will like the neatness of the chrome and frosted finish case, the *shine-in-the-dark* numerals and hands, the unbreakable crystal, the sweep second hand. U.S. Time precision movement.

**\$8.95**  
Plus Tax

\$7.95, plus tax, without sweep second hand



## THE KELTON *Dawn*

Quiet elegance for the business man, right wherever you go, 24 hours a day. 10K rolled gold-plate case with matching buckle. U.S. Time precision movement.

**\$10.25**  
Plus Tax



## THE KELTON *Diva*

Exactly right for the times when a man likes to look on the formal side. 10K rolled gold-plate case with 10K gold-filled expansion-in-a-band. U.S. Time precision movement.

**\$18.50**  
Plus Tax



**The United States Time Corporation**  
International Building, Rockefeller Center, N.Y.

*On Land- On Sea and in the Air!*



**america's finest casual clothes...**

Designed for luxurious comfort when you travel, for spectator wear or just relaxing—these "Fashion Firsts from the Hand of Jackman" are coveted by men and women alike. Created with the fit and style of custom tailoring from the most colorful pure wool fabrics in the world. Jackets from \$35... Slacks from \$25... Shirts from \$25... Suits from \$65.

AT AMERICA'S FINEST STORES OR WRITE:

**Jackman**  
*Travel & Service*  
**custom originals**

Los Angeles 14, California





FOR BRIDEGROOMS  
*Past, Present  
 and Future*

Married or single, you'll go for PORTAGE SHOES. These new "sports" have that air of smart distinction which marks quality shoes. You can look forward to a summer of cool, luxurious foot comfort. Your nearby PORTAGE Dealer will give you a choice of genuine white buckskin and a variety of other quality leathers in two-tone combinations.

PORTAGE SHOE MFG. CO.  
 Milwaukee, Wis.



Model 2467-3  
*Porto-Pod*  
 AIR CUSHIONED  
 \$6.85



Model 6424-3  
*Boulevard*  
 \$6.00



Model 6443-3  
*Boulevard*  
 \$6.00

# PORTAGE

*Shoes for Men \$5.00 to \$7.50*

South today, home tomorrow.

in Avondale

## Companion Colors

Because Avondale fabrics are dyed-in-the-yarn, you get the exact same colors in solid shades and stripes.

Now followers get the jump on spring and summer with an exciting wrinkle-resistant wardrobe in Avondale Companion Color cotton chambray. This new all-rounder Mignonne chambray is travel perfect . . . SUPERSET<sup>®</sup>, its new durable finish, discourages soiling, controls shrinkage<sup>®</sup>, needs no starch and won't wash out! And with Avondale color schemes, you have stripes and solid colors that are dyed to stay fast and match exactly. To ready-to-wear or fabric-by-the-yard. Look for the lavender label that identifies these Avondale Mignonne chambrays.

### AVONDALE

Dyed-in-the-yarn fabrics . . . the stay-fast colors are woven in

© 1948 Avondale Co., Inc., New York 17, N.Y.

32 West Street, New York 17



Such an elegant strapless top in Avondale's striped fine Mignonne chambray to wear with a Mignonne striped skirt. For evening, little boy shorts in another Mignonne stripe. . . . Add a sport blouse and dramatic cartwheel hat—your wardrobe is complete, concise and coordinated all in one! Advance pattern No. 3317.

**WRIGHT**  
*Arch Preserver*  
**SHOES**



For town or country  
in Burgundy calf.

**They have everything!**

Yes, everything! . . . Arch Preservers give all any other shoe can give, plus a kind of comfort no other shoe can duplicate! The Arch Preserver construction is patented . . . it's built in . . . it keeps your feet in shape and your shoes in shape, too! That's why more men are wearing Arch Preservers than ever before . . . smart, active men, who know style and insist on comfort. Consult your classified phone book for nearest dealer. E. T. Wright & Company, Inc., Rockland, Mass.

**For Women**  
Selby Shoe Co., Portsmouth, Ohio

**For Boys**  
Gerberich-Payne, Mt. Joy, Pa.

**In Canada for Men**  
Scott-McHale, London, Ont.

"No woman ever said what I said to Jim..."



**ANN:** What was it?

**JIM:** Here's what I said...I said, "Jim, I'm spending too much money on my clothes. From now on, I'm spending less, and you are spending more!"

**ANN:** Was he unconscious long?



**JIM:** He was blacked out for about a minute...but I put on his disgusting old hat...like this. He got the point, all right!

**ANN:** It certainly is a nerve-shattering hat! And my husband is being raised by one just like it.



**JIM:** See, there's his new hat...the Stetson "Playboy"...a honey, hey? Comes in all the new, good-looking colors, too...and see that Stetson label! How men enjoy showing that off!

**ANN:** Yes, I've noticed that, too.



**ANN:** Jim, you look wonderful...very handsome hat you have there. It gives me ideas about my own hat.

**JIM:** Sue has good tastes sometimes. And from now on, no wife of mine is going to be ashamed of my looks, if I have to break every bone in her budget!

The **STETSON** Playboy, \$5

STETSON HATS ARE ALSO MADE IN CANADA

# Wembley

## NOR-EAST NON-CRUSH TIES

IN COLORS INSPIRED BY AMERICA'S RIVERS

*Swanee Blue*



Swanee Blue, newest version of man's favorite color, will brighten up your gray and blue suits. See Swanee Blue — at better stores everywhere—in Wembley Nor-East Non-Crush Ties, first-choice favorite of American men. Available also in Murrytown Ties, styled by Wembley—a trustworthy name in men's wear.

\$1

*Quality -*  
FAR BEYOND THE PRICE

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CRUSH  
IT!...



TWIST  
IT!...



KNOT IT!...



NOT A  
WRINKLE!...

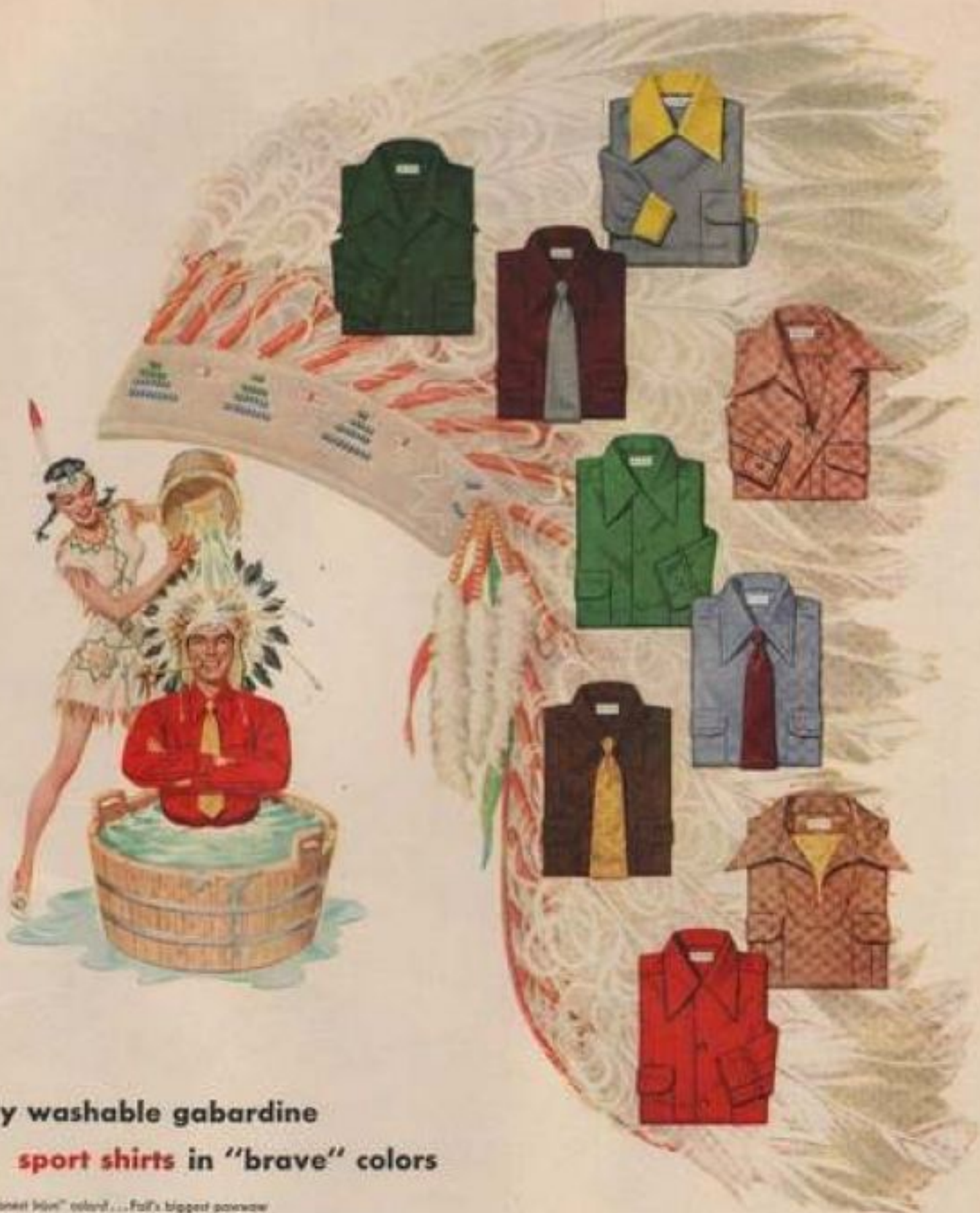






*Ride in '49 on the  
Hiawatha Line*

CHICAGO  
MILWAUKEE  
ST. PAUL  
AND PACIFIC



**completely washable gabardine**  
**sport shirts in "brave" colors**

22 "Honest Blue" colored... Fall's biggest payoff  
of gabardine sport shirt colored! Every one's completely washable.  
Just see soap and water... and your Van Gab stays color-right, size-right.  
For action, for relaxation, Van Gab is big Chief for looks.  
Famous Van Heusen seamanship... action-tailoring... new low prices.  
Popular California Lo-No model—wear with or without a tie—now only **\$4.95**  
Van Tie gallover model, \$1.95; 86 model, \$2.95; Copper model, \$3.95. Tall men sizes, too.  
Phillips-Jones Corp., New York, L. H. T. Makers of  
Van Heusen shirts • Ties • Pajamas • Collars • Sport Suits

**Van Heusen**

**Van Gab sport shirts**

REV. 1-54

"Brave" colors—22 of them—in Van Gab Sport Shirts.  
See yours or better washed in tubs—wash water



*tailored*  
*in*  
*California*



"HOLLYWOOD EXCITE!" DESIGNED BY BEN SHAWL

*another superlative* **Rosenblum**

*man-tailored with all the wonderful Rosenblum mannerisms*

*for smart young go-abouters, for careerists, for connoisseurs... in finest*

*American Woolen Co. broadcloth, 100% virgin wool... in exciting, exclusive California... \$49.95...*

*with Celanese® rayon satin quality lining, \$9.95... topper, same price, at fine stores, Ros... in Los Angeles.*



# Gift "Wrappings"

— Man-Style Togs for Teen-Age Men!



**Fellows! Leave this page face up so Dad and Mom can see it!**

—They'll catch the hint and probably get *you* some swell Reliance Ensenadas like these for Christmas! Take that keen wind-resistant brown gabardine jacket—it's terrific . . . has an extra-warm Trip-L-Thik, alpaca-faced lining and is Zelan processed to shed water! You'll take a real shine to glad-plaid Reliance Ensenada wool shirts and sharp campus cords, too. They're all strictly in the groove. Featured in limited quantities—ages 8 to 18—at leading stores everywhere. Also many other smart styles—see them!

**Memo to Parents**  
Here's proof smart, rugged, long-wearing boys' apparel need not be expensive! All Reliance Ensenadas are fine quality, yet sensibly priced.

## Reliance ENSENADA

for Men and Boys

Reliance Manufacturing Co., Chicago, New York

# WINTHROP'S

## ORIGINAL KLOMP

Here's the latest version of a firmly established favorite — the one and only Klomp by Winthrop. Often aped, but never equalled the Klomp is a "can't-be-copied" combination of rugged good looks and easy-going comfort.

WINTHROP SHOES for men

WINTHROP JRS. for boys

in a Wide Range of Prices

WRITE FOR FREE STYLE BOOKLET



WINTHROP  
SHOES

### *IN-'n-OUTERS*

LEISURE SHOES FOR MEN

For a new experience in soft, easy-going comfort, wear the sensational new leisure shoe — Winthrop's In-'n-Outer.

Winthrop Shoe Co. • Div: International Shoe Company • Saint Louis

**BACK TO SCHOOL OR BUSINESS  
BE SMART FROM THE START**



# PARIS...

**GARTERS • SUSPENDERS • BELTS**

More ingeniously styled than ever—same old comfort, same old prices. See the new Paris Garters, Suspenders and Belts at your dealer's—they'll convince you that in War-Time or Peace-Time it's Paris every time for Style, Quality and Service. Illustrated—Paris Aireo Garters—"No Metal Can Touch You"—non-slipping, non-binding, extra comfort, extra wear—55c, others at 35c to \$1. No. 494—Cushion tubular style belt in Black, Brown, Russet and Suntan \$1.50. Others \$1, \$1.50 and up. Paris Free-Swing Suspenders—"Can't Skid Off Your Shoulders"—\$1. Other smart styles, \$1 and up. Made in U. S. A. by A. Stein and Company • Chicago • New York • Los Angeles

**THE SUPPORT OF A NATION**



**"WHAT!... TOSS THIS ONE IN?"**

**SUE:** I thought from the way you two were yelling, that you'd be down there tossing those glamorous new hats over the goal posts by this time.

**ANDY:** We don't love the old school that much, Sue. Be reasonable.

**TOM:** Sacrifice my new snap-brim and Andy's off-the-face classic—our streamlined Stetsons? ...Not much!

**SUE:** Well, you do have a sensible idea now and then. Somehow those hats don't look like the throw-away type.

**ANDY:** Truer words were never spoken... Very discerning person you are, Sue... Now let's be on our way.

**SUE:** High time you thought of the forgotten gal. Hold on to those precious Stetsons—we're off to celebrate!

*Step Out with a* **STETSON HAT!**

STETSONS ALSO MADE  
IN CANADA, FROM '58

**75 YEARS OF STYLE LEADERSHIP**

Umm as in summer



Umm as in yummy, as in chummy,  
as in these Jantzen man-tailored sunclothes  
really right for sun! The fabrics are fine quality,  
planned for action...the colors are keyed to sunshine  
by America's greatest colorist, Dorothy Liebes (see them  
below)...and the tee shirts and shorts go together in exciting  
color harmonies. "Sporter", the man's shorts, water-repellent  
cotton gabardine, with the Jantzen exclusive four-needle swim trunk  
elasticized waistline 5.95... "Tom Shirt", center, fine cotton twill with  
slide-fastened fly-front, 4.95... "Summer Girl", Julliard colorfast Sunforized  
combed cotton "Zephyray", heavenly colors 6.50... matching bra 3.50...  
Tee shirts, the famous Jantzen quality combed cotton are 2.95...at most stores.

TAN with JAN... for a rich,  
darker tan... see our JAN Sun Oil,  
for protection and less hair falling.

**Jantzen**  
sunclothes  
tailored-for-action



JANTZEN KNITTING MILLS, INC. - PORTLAND 14, OREGON



## THE AMERICAN SHIRT FRONT: *Family Dinner*



**1.** A bunched shirt bosom may mean room for expansion, but 'tain't neat. Arrow Shirts' exclusive "Mitoga" figure-fit (curved waist, sloped shoulders, tapered sleeves) licks bunchiness.

**2.** There's no such animal as a tight collar on an Arrow Shirt. Arrows fit right first, last, and always—(Sanforized label means less than 1% fabric shrinkage!).

**3.** Here's a good example of a messy collar. It's certainly not an Arrow, for Arrow tailors collars perfectly—in a big variety of smart styles that set perfectly on your neck.

**4.** The Family Arrow Collar man: well groomed indeed. Get these Arrow Shirts for Christmas gifts, or for yourself: Hitt, \$2, Dart, \$2.25, Dale, \$2.50, Hull, \$2. They're whites with non-wilt collars.

# ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc., Troy, New York

Berkshire's

# Nylace Kantruns

in new Complementary  
Colors

Sheer, misty textures to give a wonderful new look to legs... that's the secret of Berkshire's fabulous Nylace Kantruns. Sheer as they can be, still they wear and wear, for they are knit with a special, run-resistant loop. See them in Berkshire's new Complementary Stacking Colors—specially designed to complement the new costume and accessory colors of the season. Illustrated is *Shadow Blue*—an elusive blue-gray in 15 denier.



Costume by *Walter Reuther*  
for *Stanhope & Whittier*  
Philadelphia

sheer... sheer...

# Berkshire

Stockings

*For the loveliest legs in the world...  
by the world's largest manufacturer of full-fashioned stockings.*  
© 1965, Berkshire Knitting Mills, Reading, Pa.

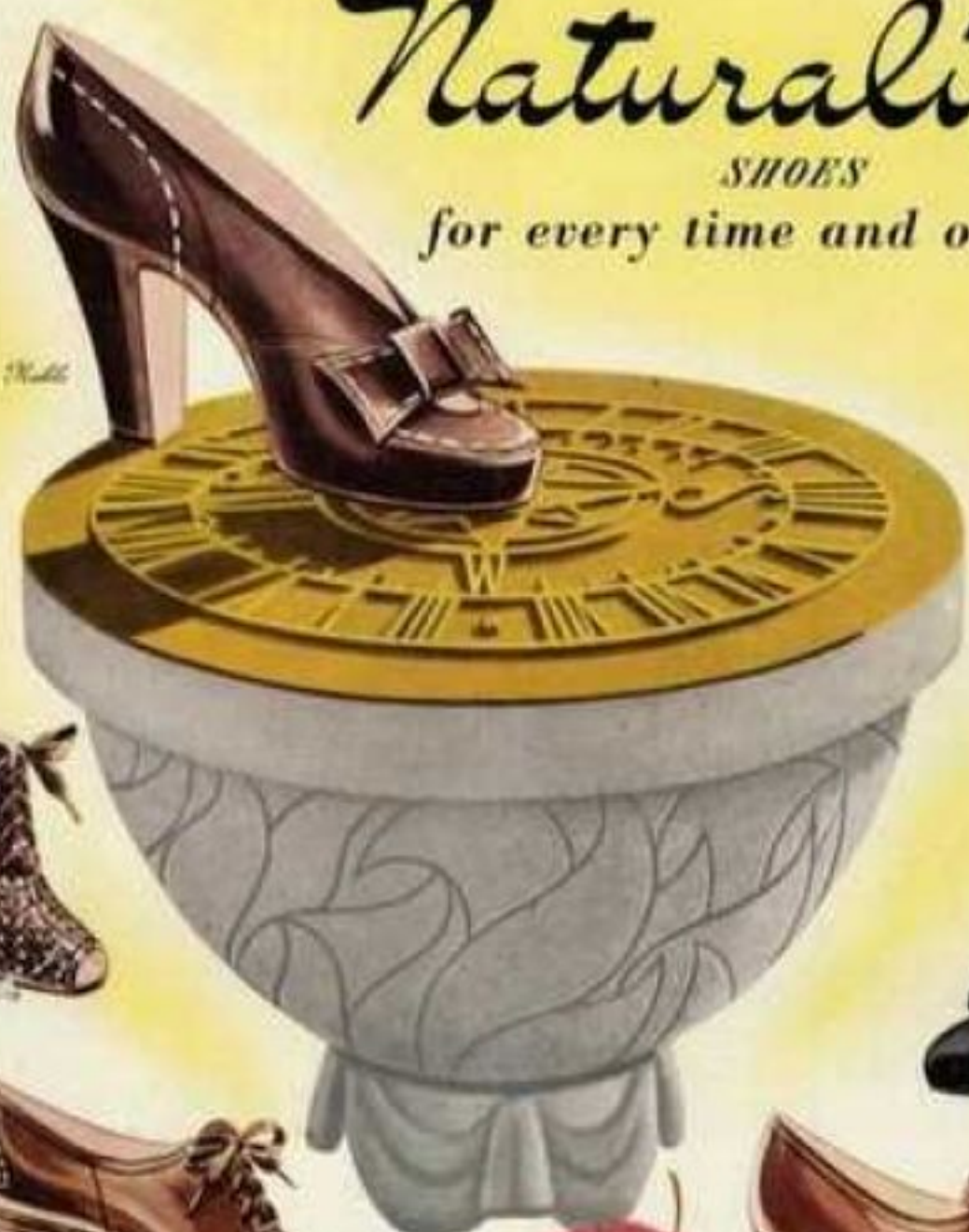
*Richard Ross, El. N. Pott, NYC*

Following the Sun Around

# Naturalizer

SHOES

for every time and occasion



\$6.95

The shoe with the beautiful

**BRAVE, GAY SHOES** for that sundown pickup which every woman owes herself.

**STAINCH STYLES** for day-long war work.

Both types fit your foot as neatly as they fit the occasion —because they're made on Naturalizer's "no slip—no gap—no pinch" principle. See them at a Naturalizer store or write for name of near-by Naturalizer dealer. **BIRNOS SHOEMAKERS, Division of Brown Shoe Company, Inc., St. Louis, Mo.**

# How Du Pont "Zelan" Protects Your Clothes Three Ways

LUCKY JACK—whistling in the rain. He won't get wet—in his "Zelan"-treated coat and cap. Rain and snow slide right off cotton clothes treated with "Zelan." For "Zelan"...

**SHEDS WATER!**



LOOK OUT! It's splashing! But Mother won't worry—milk will sponge right off. True of all spots that aren't greasy, when clothes are protected with "Zelan." For "Zelan"...

**RESISTS STAINS!**

SCRUBBING, SOLDIER? Lucky it's a "Zelan"-treated jacket. Dirt comes right out—"Zelan's" protection stays. Standard Army spray test proves if clothes are properly washed or cleaned, "Zelan"...

**WON'T WASH OUT!**

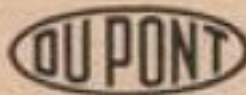


weather protection  
that won't  
wash out.



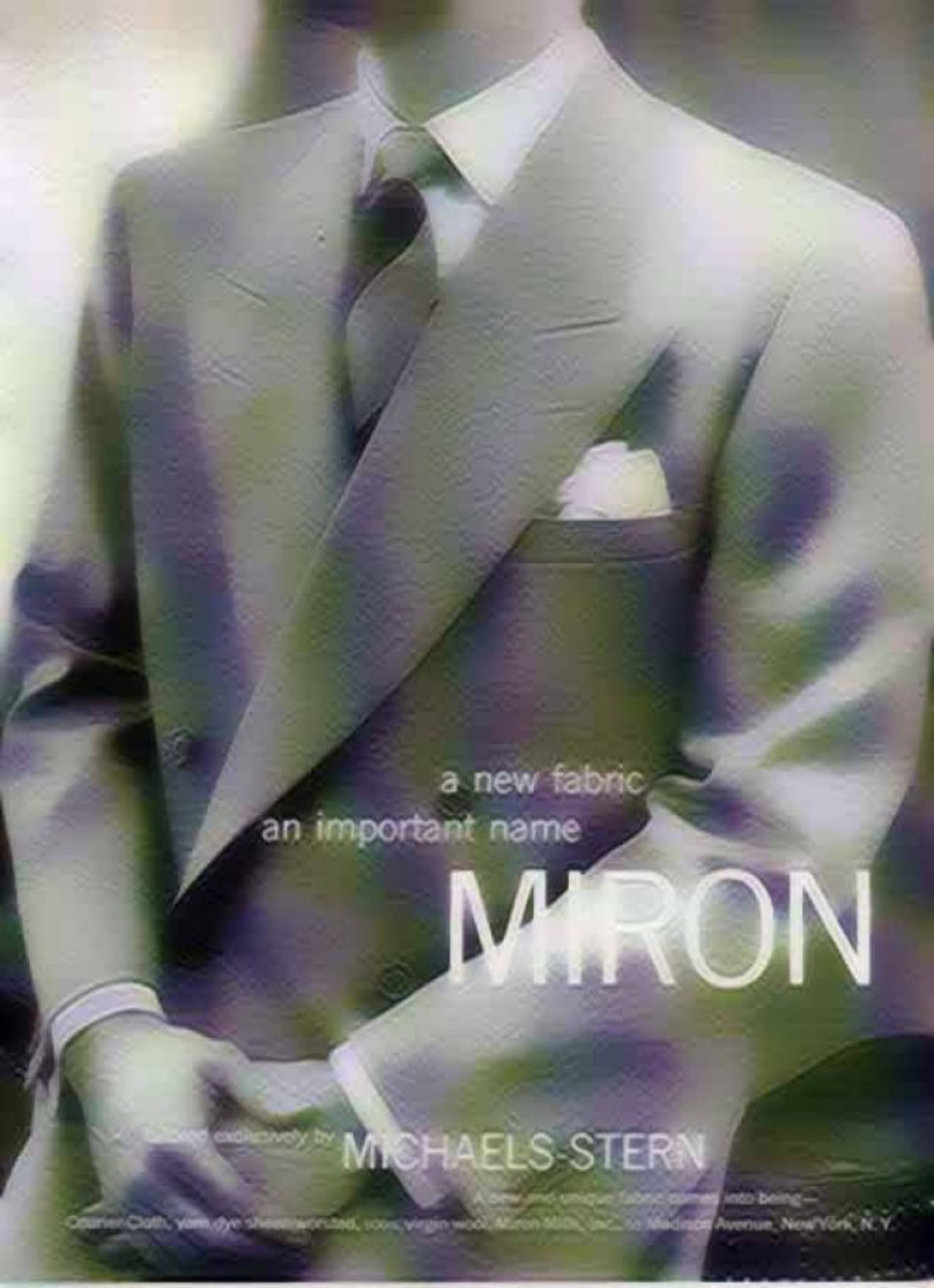
# Du Pont Zelan

REG. U.S. PAT. OFF.



DU PONT, WILMINGTON 98, DELAWARE

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



a new fabric  
an important name

MIRON

tailored exclusively by

MICHAELS-STERN

A new and unique fabric comes into being—  
Cotner Cloth, yarn-dye sheetwoven, 100% virgin wool, Miron Mills, Inc., 10 Madison Avenue, New York, N.Y.

PRAIRIE PET

DUDE

*Git along little dogies...*

Swing along the trail to anywhere in these lovable little shoes of pet-smooth "dogie" (baby calf fur). Prairie Pet and Dude in Brown or Black, some white-flecked. At Better Stores.

*California*  
**COBBLERS**

1212 Stanford Avenue,  
Los Angeles 21, California



## Keep Cooler - in MARK TWAIN'S "Open Window" Mesh Shirts

Yes, you'll be *cooler* by far in this wonderful Mark Twain "Open Window" Mesh. There are sport styles and dress styles. Short sleeves and long. Every one feels like it has a thousand tiny windows in it - all open. In blue, tan, maize, gray, ivory, Nile, helio and white. Sanforized, of course.

Write Dept. "G" for your dealer's name.

Buy by  
name -  
buy...

**MARK TWAIN**  
Shirts

ELDER MANUFACTURING COMPANY • SAINT LOUIS  
Manufacturers of MARK TWAIN SHIRTS for Men  
and TOM SAWYER Apparel for Real Boys



Help Your Son  
Be An All-American!

Growing Feet Need Shoes with

**BUILT-IN FIT**

It's amazing! Picture your son twisting and turning out of tacklers' arms . . . racing to a touchdown! Thank goodness, his feet were not neglected in childhood.

Boys' and girls' shoes must fit growing feet correctly . . . as long as they are worn. If they wear lose their shape they are as dangerous to delicate, pliant, growing feet as shoes improperly fitted. So never buy children's shoes on looks alone.

Insist on Pull-Parrot and Star Brand Shoes with all ten BUILT-IN

FIT features—listed below. Combining quality materials, scientific construction, peering, widest range of lasts, and the vast experience of the world's largest shoe manufacturer, these shoes are built to fit right before they are worn . . . and give vital, lasting fit.

Be sure! Demand Pull-Parrot and Star Brand Shoes. Boys and girls love their growing-up styles for all occasions. Roberts, Johnson & Reed, Division of International Shoe Company, St. Louis, Missouri.

10-WAY

**BUILT-IN FIT**

1. Room for growing toes
2. Correlated heel-to-ball fit
3. No binding insteps
4. Age-conforming arches
5. Ankle-hugging top lines
6. Soap, pump-shaped heels
7. Straight-creed lasts
8. Free-action flexibility
9. Soft, desirable uppers
10. Selected long-wearing soles



HELP UNDER WAR, BUY UNITED STATES WAR BONDS AND STAMPS

**Poll-Parrot**

AND

**STAR BRAND SHOES**

with BUILT-IN FIT for Boys and Girls

Vintage Ad Service  
Security Mark



*Joe's a "connoisseur"...*



*But even he didn't guess she wore*  
**elastic stockings!**

*Comfortable relief from*  
**surface varicose veins!**



You need not sacrifice the beauty of your legs! Even if your doctor has prescribed elastic stockings.

For Bauer & Black Elastic Stockings are not conspicuous, even under sheer hose. These fashioned, two-way stretch, "Lastex" stockings are cool, light, comfortable and give comfortable relief from the pain of surface varicose veins.

See 7 styles for men and women at drug, department and surgical supply stores. Accepted by American Medical Association, Council on Physical Therapy.

~~~~~  
**FREE! . . . INTERESTING BOOKLET ON ELASTIC STOCKINGS!** Bauer & Black, Division of The Kendall Co., Dept. EC-40, 2500 S. Dearborn, Chicago. (In Canada, Leaside (Toronto), Ontario.)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

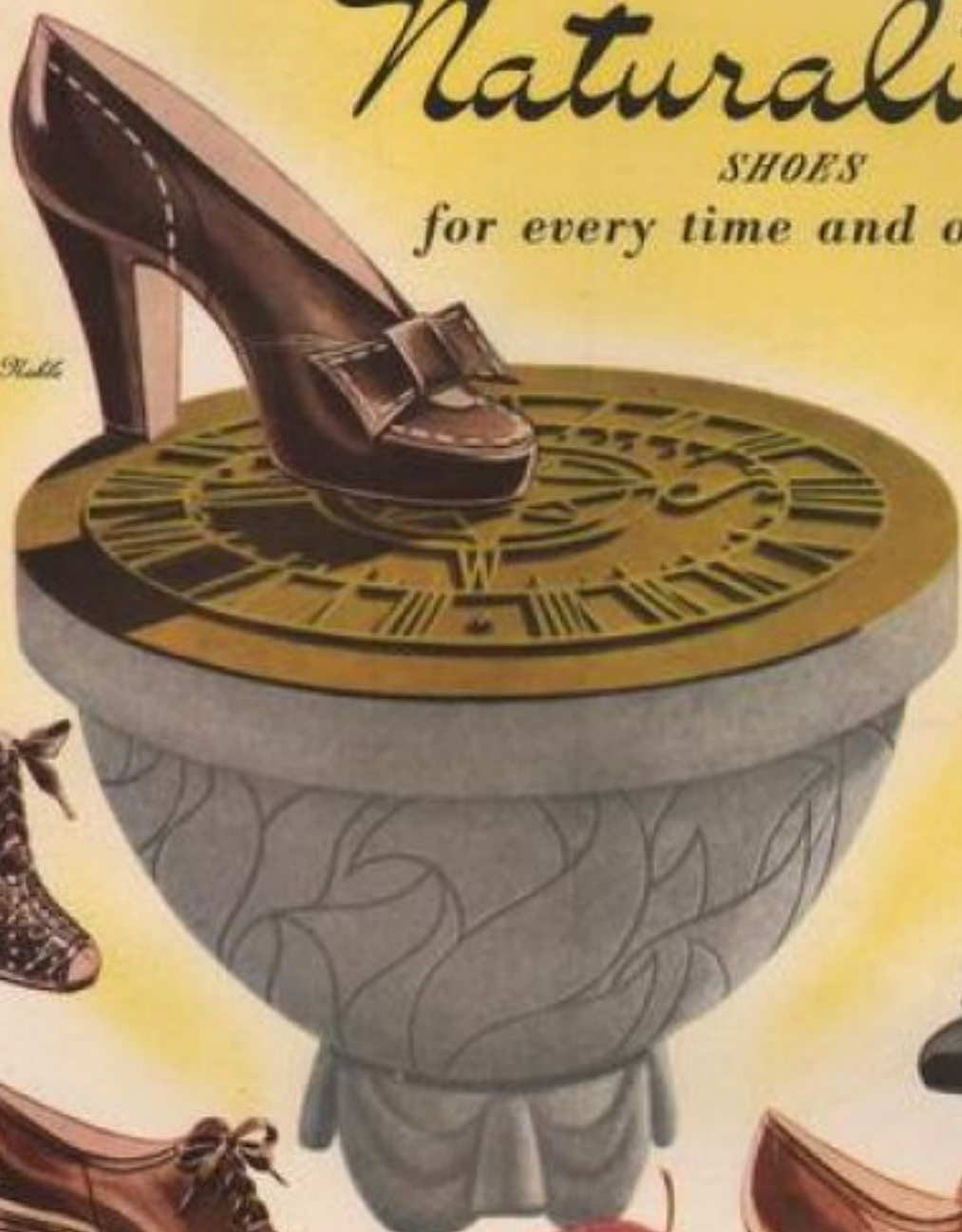
Following the Sun Around

# Naturalizer

SHOES

for every time and occasion

*Stable*



*Standard*

*Crest*

*Romance*

*Carnival*

*Sandwich*

*Rooster*

*Luna*

\$6.95

**BRAVE, GAY SHOES** for that sundown pickup which every woman owes herself.

**STAUNCH STYLES** for day-long war work.

Both types fit your foot as neatly as they fit the occasion —because they're made on Naturalizer's "no slip—no gap—no pinch" principle. See them at a Naturalizer\* store or write for name of near-by Naturalizer dealer. BLUE RIBBON SHOEMAKERS, Division of Brown Shoe Company, St. Louis.

*The shoe with the beautiful fit*



**"But at least you get it in writing!"**

Letter perfect, we call it...with those sentimental little posies printed all over the moss-soft Balbriggan bed of Munsingwear's newest nightie. In it, you'll look so very fragile and protected. And you'll *be* protected with its light, soft warmth. In the same grand Balbriggan...trim-tailored pajamas in solid colors that flatter you like flowers. Inexpensive...at better stores. Munsingwear, Inc. • Minneapolis • New York • Chicago

**MUNSINGWEAR** *Balbeauties*

**Fit That Lasts!**

UNDERWEAR, SLEEPING AND LOUNGING WEAR, FOUNDATION GARMENTS AND HOSIERY



*Y*ou will never know the curved beauty your figure can have till you wear a Munsingwear Foundette. Supple, subtle as the lovely leno and elastic satin model above, Foundettes can mean so much to the future of your figure. Better corset departments everywhere have them.

*There's a Future for Your Figure in Foundettes*

REG. U. S. PAT. OFF.

**MUNSINGWEAR**

REG. U. S. PAT. OFF.

## Play-by-Play Account of a Strip Tease



1. There goes Jones's coat! What a shirt that new Arrow *Brigade Stripe* is . . . what a pattern! It has Arrow's "Minoga" figure-fit to curb bunching . . . and an Arrow Collar sloped for comfort . . .

2. He just took off the *Brigade Tie*! Boy, how it harmonizes with the shirt! It's an Arrow tie, ladies and gentlemen, wrinkle-resistant and perfect-knotting!

3. Ah! Arrow Shorts—in the *Brigade Stripe* pattern! The most comfortable shorts man ever wore. No chafing seam at the crotch! No shrinking out of fit! No bottoms. They have laundry-proof Grippex!



### Arrow "*Brigade Stripes*"

Shirt and Shorts are Sanforized-Shrunk, fabric shrinkage less than 1%!



4. Sorry—show's over. Go to your Arrow dealer's and get Arrow's latest pattern of the season: *Brigade Stripes*. The shirt is \$2.50; the tie in two patterns is \$1.50; the shorts, 65¢; the handkerchief, 50¢. Cluett, Peabody & Co., Inc., Troy, N. Y.



IT'S A  
**KUPPENHEIMER**

When a man chooses a Kuppenheimer he buys much more than the styling. Fine tailoring and quality fabrics found in any good overcoat. He wears it with assurance, with dignity and good taste . . . for he and his Kuppenheimer impart to each other qualities of character inherent in them both.

AN INVESTMENT IN GOOD APPEARANCE



# Now You'll *Like* Yeast!



**1** *Mash a cake of Fleischmann's Yeast in dry glass with a fork*



**2** *Add 1/4 glass cool, plain tomato juice... or milk... or water*



**3** *Stir till yeast is completely blended*

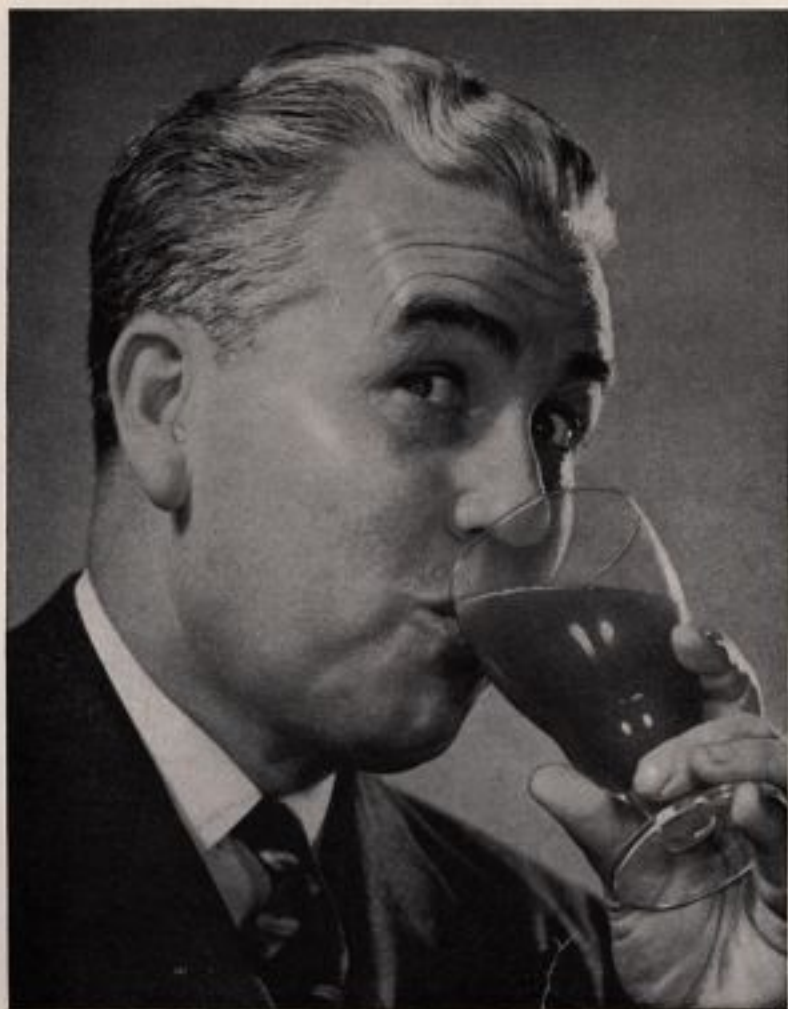
**4** *Fill glass with liquid... stir and drink*

If you are one of the millions who know what Fleischmann's Yeast can do for you, but never stayed with it long enough to get its full benefit, you'll now find it easy to take this new pleasant way. Remember, for daily use, Fleischmann's Yeast is one of the richest of all common foods in the amazing vitamin B complex. Drink it last thing at night... first thing in the morning.



**Fleischmann's**  
*Fresh Yeast*

**DRINK IT... TO YOUR HEALTH!**



your  
go-with-all Tie is  
"GABANAIRE

new, softer,  
finer gabardine  
a Julliard Master Fabric  
of all pure worsted

WARDEN

HUNTER

BUTCHER

LEATHER

MARINE

PARROT



The lightest gabardine  
you've ever felt...  
the lightest tie for town  
or country. Its solid  
colors merge beautifully with  
woodlands or woods. Its  
smooth weave ties lightly,  
wears superbly. In 16 rich shades,  
including panels... all chromo-  
dyed for color-fastness.  
At better men's shops or  
department stores. \$2.00

BACHRACH

NECKWEAR

101 Madison Ave., New York 17, N. Y.







not just nylons...but  
**Cannon Nylons!**

WHAT'S MORE thrilling to own than nylons? *Cannon* Nylon Stockings! They're cobwebby wonders...fashioned by famous Cannon Mills, to be as long-lived as they are lovely! *Machine-tested* to find any flaw, then *sealed*, for protection, in a gay new Cannon Handy Pack.

Quantities are still limited, but shop for full-fashioned Cannon Nylons at your favorite store.



Copy. 1940, Cannon Mills, Inc.

CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets



# RIGHT DRESSES!

for Fall

with *\*B.V.D. Freedom Shirts*

THERE'S a fighting spirit in the land these days! Men feel better when they're wearing rugged, masculine apparel. That's why they're wearing *Freedom Shirts* by B.V.D. . . . no frills and furbelows; just solid construction and solid comfort. Designed for and by *men of action*.

Hollywood \*Rogue *Freedom Shirt* by B.V.D.—Dashing design gives your appearance and spirits a "lift." Ideal for your *freedom* hours at home or at play. Shown is all spun-rayon gabardine. \$3. Others from \$2.25 to \$4.



"Rover" *Freedom Shirt* by B.V.D.—New California collar that looks well, open or closed, with or without a tie. Modern, almost-military lines. Model shown is in Blenspun, a wrinkle-resistant all-rayon fabric. \$3.50. Others from \$2.25.



\*Ruggers *Freedom Shirt* by B.V.D.—Same California collar that takes a tie or leaves it. You can shift quickly into action attire. Model shown made from light-weight corduroy. \$3. Others from \$2 to \$5.



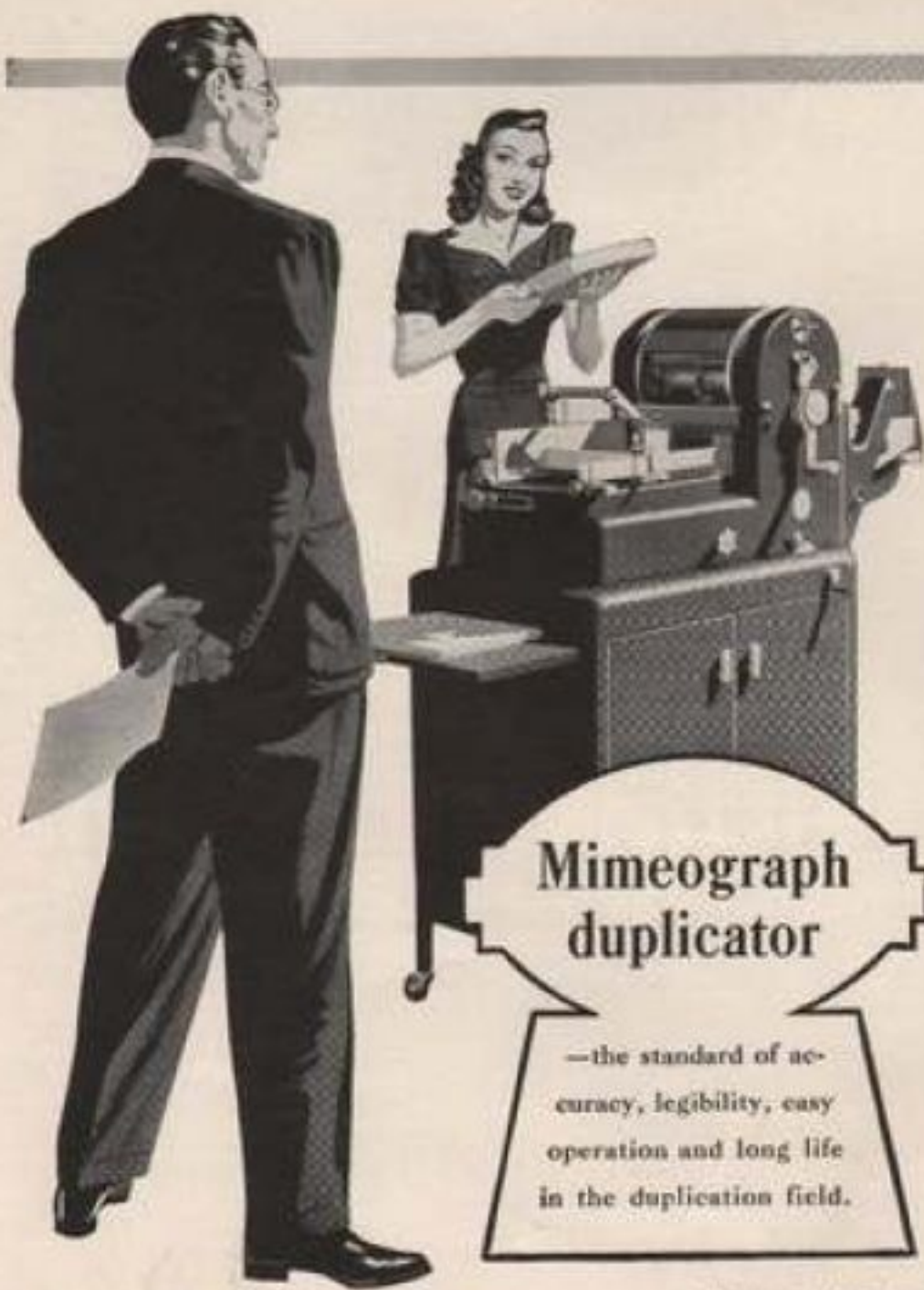
MADE FOR THE  
**B.V.D.**  
 BEST RETAIL TRADE.

*"Next to myself,  
 I like B.V.D. best"*

\*Reg. U. S. Pat. Off.

THE B.V.D. CORPORATION  
 Empire State Building, New York  
 In Canada: The B.V.D. Company, Ltd., Montreal

# In buying for '41 look toward '51



## HINDSIGHT VERSUS FORESIGHT

The difference between Foresight in '41 and Hindsight a few years from now is, "Will what I buy this year be ready to serve me in the years to come?" "If I buy it today can I use it tomorrow?" In other words, will it stand the gaff and do the job?

## A LOT OF PEOPLE THINK IT'S ONLY FOR LETTERS

Never in the history of American Business has the call for duplication been stronger. Never has the need of faithful, accurate duplication been greater.

The modern need of "Paper Control" is bringing the Mimeograph duplicator into thousands of businesses.

From a mere "copier" of price lists and letters, the Mimeograph duplicator has extended its services to business until almost everything that needs duplication can be rolled out by dozens or thousands.

You operate it privately, if you desire. You run it with no additional personnel. It produces up to 150 copies per minute in permanent, legible ink. It is ready for any last-minute "duplication" emergency.

## NOT AFRAID OF HARD WORK

It never goes home at night or goes out to lunch. With its quality Mimeograph brand inks and stencil sheets, it is a complete, inexpensive, "one man" duplicating unit.

If you buy the Mimeograph duplicator today, expect a decade or more of service from it. It can "take it"; it stands up; it is not afraid of hard work. Why not have a Mimeograph distributor explain how much it can do in your business? A. B. Dick Company, Chicago.

## Mimeograph duplicator

—the standard of accuracy, legibility, easy operation and long life in the duplication field.

Mimeograph is the trade-mark of A. B. Dick Company, Chicago, registered in the U. S. Patent Office.



## NOT HOW MANY... BUT HOW GOOD!

The American way of life needs economic as well as military protection. As the big job of arming the nation strains the resources of its citizens, they must be safeguarded from inflated prices, deflated quality, depreciated value in the things they buy and use. It is up to American Business to hold the home front against all these dangerous trends . . . and our unqualified pledge is that we will maintain regular Florsheim Quality at the lowest possible price!

Twenty-five years ago this country went through another National Emergency. Good materials were scarce . . . yet we paid a premium to maintain Florsheim quality, and we refused to accept materials that failed to meet our exacting specifications. And now, if and when necessary, we'll do the same again. If the time ever comes when we can't get all the good leather we need, then we'll make fewer shoes. In 49 years of fine shoemaking we have never sacrificed quality for quantity . . . we have never traded value for volume . . . and we never will!

The HIGHLAND



The DEARBORN

\$9.50 and \$10  
MOST STYLES

THE *Florsheim* SHOE

THE FLORSHEIM SHOE COMPANY - MANUFACTURERS - CHICAGO - MAKERS OF FINE SHOES FOR MEN AND WOMEN

# She has a figure as young as her daughter's






**TAKE BILLIE BURKE'S ADVICE . . .  
STAY SLIM THE RY-KRISP WAY**



*"A woman is only as old as her figure," says Billie Burke. "When she lets herself get fat, she looks old. When she is slim she looks and feels young. I follow the Ry-Krisp plan. It's not easy to get and keep a youthful figure. Every normal woman who follows this plan—not only to regain her slenderness but to regain self and a feeling of being young."*

*Billie Burke*

**ENJOY THE FRIENDLY FLAVOR OF RY-KRISP  
A TRULY DELICIOUS WHOLE GRAIN BREAD**

No wonder smart hostesses call Ry-Krisp the "greatest" member of the bread family. Ry-Krisp  gives you the rich, enticing flavor of sun-ripened whole grains and the thrilling goodness of thin crisp toast. Ry-Krisp is perfect for simple salads and soups —routes new ideas in everyday foods. Ry-Krisp goes to parties—as a test to appetizers.  And what a wonderful, every-meal bread—containing valuable minerals and really all the natural vitamin B,  of whole grains, supplying bulk, too, to aid "regularity." Get Ry-Krisp from your grocer tomorrow. Enjoy Ry-Krisp as bread at every meal. 

Try this Perry Picken Special Ry-Krisp with baked salmon. Top with ground tomatoes, cheese. Heat in oven or in grill or chowder pot. An easy delicious Luncheon treat.



is now featured in the Warner Brothers picture "The Fish" in an episode and starring as her daughter, played by Margaret, with whom she is photographed.



*That made-for-you look...*

Wherever you are, wherever you're going, be sure your clothes are distinguished by the Trumpeter label... your assurance of that made-for-you look. Ask your Hart Schaffner & Marx dealer to show you this handsome new Varsity model. And remember—only Hart Schaffner & Marx clothes give you that Hart Schaffner & Marx smartness you want!

**HART SCHAFFNER & MARX**

WITH YEARS OF MAKING CLOTHES WITH THAT MADE-FOR-YOU LOOK.

THE TRUMPETER LABEL  
...A TYPICAL YOUNG MAN LOOK FOR  
...A BIG THING TO FIND



Wholesale and Retail  
Hart Schaffner & Marx

GENUINE

# Alpadora

MOTH and SHOWER  
REPELLENT



IS THERE ROOM IN  
YOUR WARDROBE FOR  
ONE VERY FINE COAT?

Actually, you'll never enjoy peak satisfaction until you experience Alpadora's smart styling and good looks . . . the unbelievable comfort of its weightless warmth . . . the phenomenal durability of its soft luxurious fabric . . . the advantages of its RESISTANCE TO MOTHS AND MOISTURE. See yourself in an Alpadora today . . . at leading men's clothing and department stores.



- LIGHT
- WARM
- DURABLE

THE TOPCOAT

**\$29.50**

The Overcoat \$34.50



STRATBURY MFG. CO., GALION, O.



## Another Fitting Job for Rayon

A fitting job vital to most women. Mysterious to most men. Challenging to the rayon engineers.

For women choose their girdles with utmost care. This is because girdles must maintain their original size. Their fibers must weave well with elastic materials. Girdles must be smooth, washable, color fast, perspiration resistant. They must be strong yet feel soft. They must wear and wear. And the cost must be low.

To fit such an exacting job, man-made rayon seemed ideal. Cooperating with corset makers, engineers of American Viscose Corporation helped to select the

proper rayon fibers for all of these specific requirements.

Thanks to this cooperative work practically all girdles contain rayon today. By the very same method, you've seen rayon adapted to the improved economy and quality of many things. Cords for your car's tires, for example. Or dresses, upholstery, curtains, linens, underwear, bathing suits, blankets . . .

Yes, rayon's usefulness is indeed growing in a number of fields, bringing ever better things to more people at prices all can afford. American Viscose Corporation, 150 Fifth Avenue, New York 1, N. Y.



### AMERICAN VISCOSE CORPORATION

A M E R I C A ' S   L A R G E S T   P R O D U C E R   O F   R A Y O N





**1.** By the age of twelve, the average boy and girl are mature enough to recognize the value of precious time, so give the boys and girls the gift of thoughtful, lasting beauty—a precious investment with you. When you buy a

watch, ask your jeweler: "Does it have a quality brass pin that gives movement?" If it does, the watch is made from some sort of plastic, aluminum, steel, and brass. See the warning in watches during "The Watch Fools," Oct. 21-28, '51.



**2.** Precious watches to give today, unless you're an watch-cynic and watch-nerd. Three factors like the self-winding watch, automatic watch, chronograph, and chronometer, are facts in themselves. In every watch, it's the movement that counts. In our new watch for a quality time piece from our movement.



**3.** To get the most for your money, choose a watch with a quality time movement. In the watch store, to the watchmaker's house, the best watch-making process is with a reputation of that. But it's the quality of the watch design that's the most important part of what you get.

## How old should a youngster be before he gets his first good watch?



**4.** Some children were the first to see quality in watch movements—the 1941, 1942, the quality time movement from the watchmaker and the watchmaker. That's why a young boy's watch is a watch of quality. That's why a young boy's watch is a watch of quality. That's why a young boy's watch is a watch of quality.



**5.** With the aid of the Swiss Patent Office, the Swiss Patent Office has granted the Swiss Patent Office the right to use the name "Swiss Patent Office" for the Swiss Patent Office. The Swiss Patent Office has granted the Swiss Patent Office the right to use the name "Swiss Patent Office" for the Swiss Patent Office.

For the gifts you'll give with pride—let your jeweler be your guide.

The WATCHMAKERS OF



SWITZERLAND

## DOES YOUR WIFE DESERVE A HAMILTON FOR CHRISTMAS?

Does she really bring the joyous  
idea of "back" to the household?

Does she hold the key of his  
and only entrance to "home"?

Does she let you read the pages of  
the beautiful table - something you  
wouldn't want her to?

Does she know the friends you wish  
to visit - your favorite - and  
make the arrangements?

Does she get on your nerves and  
make you say "oh dear"?

Does she keep on believing you're  
a good man, even when you  
aren't?

Does she put her good points to  
a "nice" "wonder" "good"?

Does she let you keep your eye for  
this watch, to get the right idea  
of Christmas?

Make sure it's all you want  
on "Oh, it's a Hamilton."

## DOES YOUR MAN DESERVE A HAMILTON FOR CHRISTMAS?

Does he introduce you to the  
newest and brightest in jewelry as he  
wears it?

Does he buy you a beautiful watch  
- just at the right time?

Does he take you to the dancing  
when you're out and away from  
it, even though he's tired?

Does he make his bed when you  
don't like a new one?

Does he tell you the weather but  
you, instead of making you think he  
is wrong?

Does he give you the most  
valuable gift of his life?

Does he really mean a gift to let  
you know he's not, instead of the  
best one he can get?

Does he let you know Christmas  
is just another day of shopping  
and?

The gift he gives you is more  
valuable than any other.



*Hamilton*  
THE WATCH OF MARRIAGE SUCCESS

Hamilton's beauty, sturdy design - features that  
insure it will be a favorite watch for many years.  
The Hamilton watch is a fine gift for the man  
or woman who is looking for a watch that will  
last for years.

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insure it will be a favorite watch for many years.  
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last for years.



ESTABLISHED 1912  
**Keepsake**  
 DIAMOND RINGS

*"Darling—  
 it's a Keepsake!"*

For the most joyous Christmas ever, say "I love you" with the perfect symbol of your heart's devotion . . . a genuine registered Keepsake Diamond Ring. Only one diamond is hand-set into the mounting standards of excellence in rubies, sapphires and pearls which distinguish every Keepsake Diamond Ring. Identically Keepsake by the name in the ring, and the words "genuine registered perfect gem" on the top . . . as illustrated, let imagination prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are authorized Keepsake Jewelers. Prices from \$100 to \$3000.



1. 14K Yellow Gold, 1.00 ct. Diamond, \$100.00  
 2. 14K Yellow Gold, 1.00 ct. Diamond, \$100.00



3. 14K Yellow Gold, 1.00 ct. Diamond, \$100.00



4. 14K Yellow Gold, 1.00 ct. Diamond, \$100.00



5. 14K Yellow Gold, 1.00 ct. Diamond, \$100.00



6. 14K Yellow Gold, 1.00 ct. Diamond, \$100.00



Keepsake is the only one in the world that has been in existence since 1912. It is the only one that has been in existence since 1912. It is the only one that has been in existence since 1912.



Keepsake Diamond Rings, Inc., 1000 Broadway, New York, N.Y.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

*Keepsake— Traditionally through Six Decades the Choice of America's Loveliest Brides*