

Inherent

in every

MARVIN

Watch



Perfection of craftsmanship

Precision of performance

Proven, enduring beauty





RALPH BELLAMY
—star of "Detective Story"

EZIO PINZA
—hit of "South Pacific"



Actual size

11 ounces of Youth! For the man who likes to take a young man's care of his appearance... the world's most popular after-shave lotion in a strikingly handsome, new glass bottle!

WILLIAMS AQUA VELVA
AFTER SHAVE LOTION

All on the Right Note



Van Heusen **SHIRTS**

MAKE YOUR SHIRTS SING WITH THESE
Micro-Tone TIES BY VAN HEUSEN



Tune in on the year's most refreshing shirts —
beamed for comfort and style. Here's a Variety Program
that will satisfy the whole range of fine shirt tastes. Stripes!
Solids! Whites! — all with famous Van Heusen
collar styling, all Sanforized and endorsed
by the American Laundry Institute. A new shirt free
if a Van Heusen thinks out of else. Good pickings
— no matter how choosy you are!

Phillips-Van Heusen Corp.  New York, N.Y.

MAKERS OF VAN HEUSEN SHIRTS • TIES • PAJAMAS • COLLARS • SPORTSWEAR

B O S T O N I A N

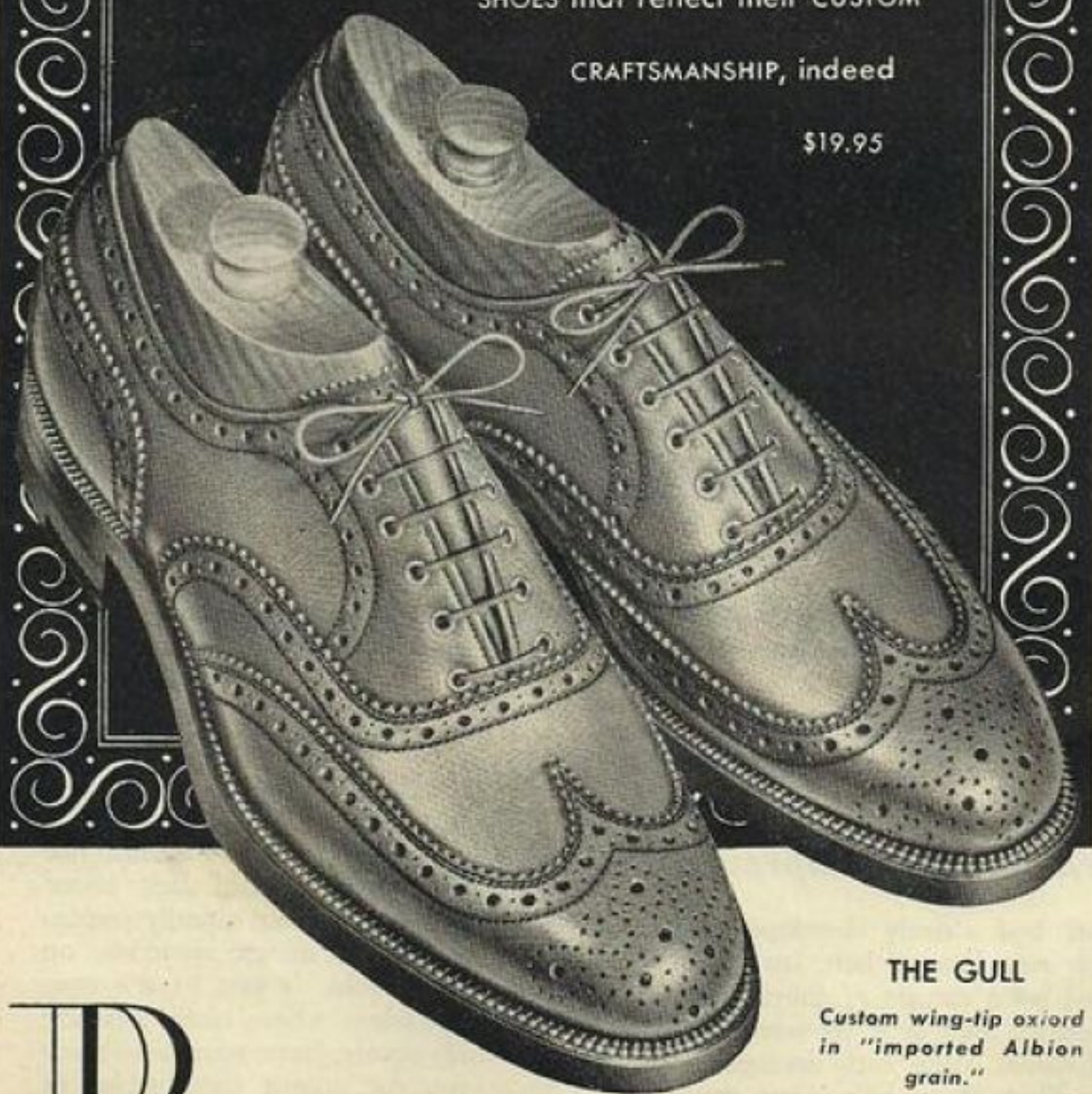
Denny Murray

H A N D S H O E M A K E R S

The luxury of PLUMP, ageless LEATHERS... the
unsurpassed joy of perfect FIT and COMFORT
... the IMPORTANT LOOK of simple DESIGN... these
are the EXTRAS that make Hand Shoemaker Bostonians
definitely worth the LITTLE EXTRA... these are

SHOES that reflect their CUSTOM
CRAFTSMANSHIP, indeed

\$19.95



THE GULL

Custom wing-tip oxford
in "imported Albion
grain."

Bostonians

Whitman, Massachusetts

Nunn-Bush

Ankle Fashioned Oxfords

The Foundations of a Man!

Nunn-Bush shoes are *made* to be the foundations of a man. Truly fine shoes aid and conserve one's energies, increase self-confidence, raise one's self-esteem. That is why Nunn-Bush earnestly strives to build the world's finest shoes for men. It is why Nunn-Bush developed Ankle-Fashioning ... for greater comfort and added miles of style.



The Bristol
Style 4525
Brown Highland
English Custom Heel

Most Styles
\$10 to \$13.50



The Clyde
Style 4303
Brown Highland
Leather Heel

See Your Local Nunn-Bush Merchant

NUNN-BUSH SHOE COMPANY · Manufacturers · MILWAUKEE 1, WIS.



FOOD AND FUN ARE FREE ABOARD A **TWA** SKYLINER

You can put away your pocket-book when you board your TWA Skyliner. Everything you need to make your trip enjoyable is furnished to you *free*. Appetizing meals steaming hot from the shining galley, the latest books and magazines, cards, writing materials, between-meal snacks—even a sewing box!—are all part of TWA's de luxe service. There's special food for babies, too—and

fresh diapers, bibs, books, and toys to keep the children happy between meals. No charge for all these comforts—and no tipping, either! You save money, as well as time, when you travel TWA. Ask your Travel Agent to book you TWA, the fast, easy, *economical* way to world points. Or, call your nearest TWA office. (Get a round-trip ticket if you're coming back—it saves you more money!)



LADIES LIKE the comfort and privacy of the special ladies' lounge on TWA Skyliners. Toilet articles are available on request—and regular razors for men. No charge for these extra services, either.

ALGERIA
AMERICA
EGYPT
FRANCE
GREECE
INDIA



IRAQ
IRELAND
ITALY
NEWFOUNDLAND
PALESTINE
PORTUGAL
SAUDI ARABIA
SPAIN
SWITZERLAND
TUNISIA

—TWA—Trans World Airline
• • TWA—Certificated routes to be served
- - - round-the-world connections



Your travel agent represents

TWA

TRANS WORLD AIRLINE

U.S.A. • EUROPE • AFRICA • ASIA



Speed shipments, large and small, by low-cost TWA Air Cargo. Call your International Freight Forwarder, or your nearest TWA office.



IS HE THE

*Good
Manager?*

**CHARACTERIZE HIM RIGHT WITH SUPERBA
TIES IN HIS PERSONALIZED COLOR**

A man's necktie gives him one great opportunity to express his best self. For there are particular colors, say color experts, which compliment certain types of men. And Superba neckties in Personalized Colors are created to emphasize every man's finest traits. Your Superba dealer can tell you which Personalized Color in Superba Cravats will best express the man for whom you buy.

**DOES HE FAVOR
BLUE?**

Color experts assert that the man who prefers *Blue* shows conclusive signs of being a good manager. This RANGER tie, 100% wool, that knots perfectly and resists wrinkles and wear, is one of the Superba Personalized-Color *Blue* cravats that will characterize him right!

100

**SUPERBA
CRAVATS**
Fashioned to Your Personality
ROCHESTER NEW YORK

Copyright 1945, Superba Cravats

For All Your Life...

Are you living in the country...the city? Or doing a shuttle act between? Whatever your life, there's a beautiful Stetson for it. Beautifully made. Beautifully detailed. Marked with that air of unconscious chic American women like as well.

County Fair...California-to-Maine casual, with its new telescope crown saddle-attached into place, \$9.95 to \$11.95, depending on color.

Pinto...sweet little bows, new cuff trim for the bright that's right above your feet, \$11.95 to \$13.95, depending on color.

Diplomat...more flamboyant, suggesting lines good in town or on your way, \$12.95 to \$14.95, depending on color.

Freedom
Fashions
by
Stetson

AT LEADING STORES AND SHOWERS
WHITE STETSON HATS, INC., 415 FIFTH AVE., N. Y. 17, N. Y.
8400 MADE IN CANADA



PUT YOURSELF IN HIS SHOES

What would YOU expect of the folks back home?

It has been a long time since these feet touched the soil of the U. S. A. It may be still longer before they are turned toward home again. They are on a bitter road that must be followed to an unknown end.

And above these feet, in their muddy shoes, is a man who loves life, its comforts and its pleasures as much as you and I. But he is willing to sacrifice all for us.

What are we giving up for him?

We cannot share his hardships. We cannot share his danger. But we can back him up with the finest equipment. And we also can make sure that he won't have to face the evils of inflation when he comes back home.

We can do all this simply by digging deep into our pay for more War Bonds—more than we think we can afford to buy. And after we have bought them, we can hold on to them by sacrificing some of our luxuries and comforts.

That's no more than our plain, clear duty to our fighting men, to our country, and to ourselves. *Let's show the world we know how to do it!* Belmont Radio Corporation, 5923 West Dickens Avenue, Chicago 39, Illinois.



Belmont Radio
TELEVISION * FM * ELECTRONICS

★ ***LET'S ALL BACK THE ATTACK WITH WAR BONDS*** ★

THE GIRL IS WEARING A STETSON, HAT, CALLED STATIONIAN... \$22.95. SEE OTHER STETSON MILLINERY FASHIONS AT YOUR FAVORITE STORE.



How to give yourself all the breaks

1. In buying flowers for your girl, or picking your clothes for a date, a little extra care pays off.

This doesn't mean you have to be a fashion expert to look your best. It's simply a matter of picking your clothes with an eye to the occasion.

On a dressy occasion, for example, take your cue from the young fellow above.

Wear clothes that are appropriate to the time and place, as he is doing, with a town-style hat like the handsome new Stationian...



2. His dark-brown, westered suit with a gray-blue pin stripe, and his brown-and-white herringbone topcoat are at home in the best of company without being too formal for fun.



3. His white shirt and small-figured tie in maroon, silver, black, and yellow team smartly with his plain maroon 4 x 3 rib socks. Shoes are dark brown, straight tipped, right for town.



4. For a final touch of distinction, he wears the dashing Stationian in the warm new shade, Quail Brown. Its smart, easy lines will take him wherever he goes in style.

The STETSONIAN — Right for Going Places

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.



ON PARADE!



The simple dignity of boots is so flattering. When busy hours crowd upon busy hours it is a comfort to have footgear that protects you from rain and snow. Easy on and off—comfortable—durable—the sensible waterproof covering for such active lives as the times demand. Gaytees in many styles will keep your feet dry. Ask your favorite store to show you the styles and colors it has in stock.

Gaytees

REG. U.S. PAT. OFF.

They are not Gaytees unless the name *Gaytees* appears on the shoe.



Buckaroo



Continental

Stylite



Gossamer Kwik

Grenadier (children's)



Campus

Overboot



United States Rubber Company

1230 SIXTH AVENUE, NEW YORK • ROCKEFELLER CENTER

Nylons

-FIRST IN SOCK FASHIONS

Westminster - FIRST IN NYLONS

Westminster presents... not one or two... but a whole array of Nylon sock styles for Fall—soft-as-down ribbed spun nylons... cloaked or plain filament nylons... hustrous ribbed filament nylons... thick-and-thin nylons. See them now at better stores everywhere.

WESTMINSTER, LTD., 130 FIFTH AVENUE, NEW YORK 1, N. Y.

FAN AT FAR LEFT wears Westminster's fine filament nylon with contrasting clock. You can have it in solid colors, too. Ankle or regular.

THE MIDDLE MAN has on Westminster's distinctive ankle style in "thick-and-thin" filament nylon. Every popular color.

THE END MAN wears a Westminster ribbed ankle of 100% spun virgin nylon—wonderfully soft... looks like wool... washes without changing size and dries quickly.



LOOK for this label on socks to get top style, comfort and long, long wear.

Westminster

AMERICA'S FINEST SOCKS



6x3 Rib of 100% Spun Virgin Nylon in Regular Length



Solid Color Filament Nylon Ankle or Regular



New 6x3 Rib of Filament Nylon Ankle Style



6x3 Rib of 100% Spun Virgin Nylon in "long" ankle

the shoe with the youthful feel

Air Step

795 to 995

*Let your feet walk
smartly in the
gay new Air Steps—*

*step softly in the young
and buoyant lightness of the
airy cushioning Magic Sole*





Christmas Cargo



1. They'll be home for Christmas! There are miles of snow and mountains ahead. But this family will spend *their* night before Christmas snug and secure in their Pullman compartment. They bring gifts for her folks back home. But the greatest gift to that proud Grandfather and Grandmother will be the sight of their first grandchild.



2. He'll be home for Christmas! He's a trouble shooter for his company, and business *almost* kept him away for Christmas. But there'll be no disappointments in this father's house tomorrow morning. Traveling Pullman, he and his presents will arrive safe and sound right in the heart of town, just a stone's throw from Christmas at home.



3. She'll be home for Christmas! "Dear Mother and Dad," she wrote, "I'll be home for Christmas with a straight 'A' for the quarter. Don't you think that deserves going Pullman?" It does and it did. But more important, her mother and father will sleep as soundly tonight as she will, knowing she's traveling the safest, most comfortable way to be home for Christmas.

To be sure you'll be home for Christmas



Go Pullman

THE SAFEST, MOST COMFORTABLE WAY TO GET THERE!

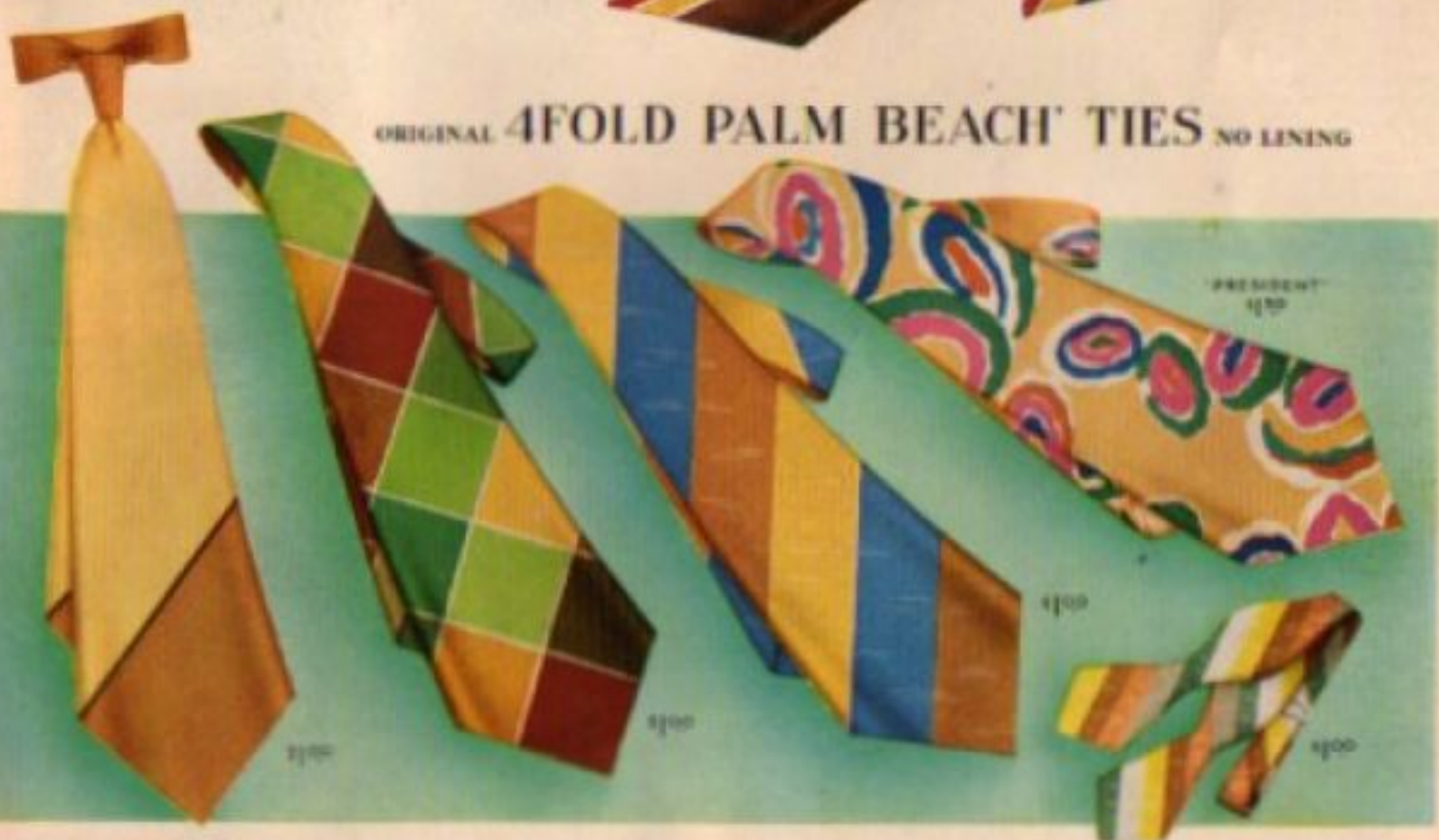
For Father's Day
and *every* day...
he prefers

Beau Brummell
Ties

... "conversation pieces" to delight his taste... luxurious fabrics... ultra smart designs and rich color tones. Up to six-fifty... at your favorite men's shop.



ORIGINAL 4FOLD PALM BEACH' TIES NO LINING



Beau Brummell
TIES
MADE IN U.S.A.
BY BEAU BRUMMELL
INC., CINCINNATI, OHIO

Crisp, heavy stripes—softly blended plaids—smart looking all-over patterns and rich solid colors... and for the guy in heart, colorful prints in the new "President Series." Marvelously wearable... cool.

Exclusive, patented 4fold construction that knots so perfectly, practically laughs away wrinkles... guaranteed washable, too. "President Series" \$1.50, fourfolds \$1.00, bows to tie \$1.00, snap-on bows 75c.

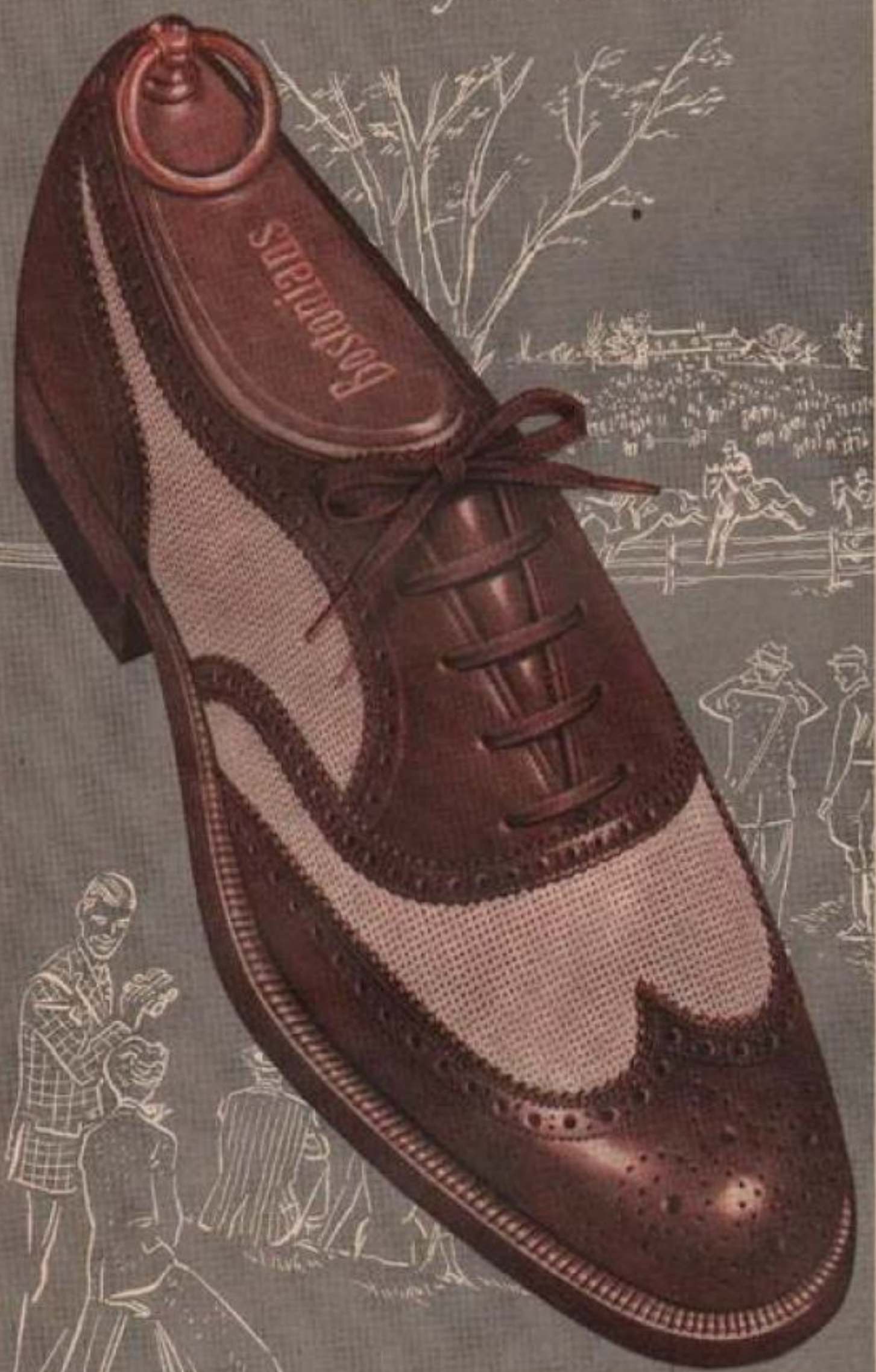
ALL AMERICA IS SAYING . . . BEAU BRUMMELL TIES THE BEST

Beau Brummell Ties, Inc., Cincinnati 6, Ohio

Bostonians

... because

they're air-cool



Nylon Mesh Great innovation for an air-cool step through summer. Resilient, durable, nylon mesh... cleans with a whisk. Light as a breeze, it lets feet breathe.

Bostonians start at \$13.95

Bostonians

of Whilman, Massachusetts



are you a man ...



or a mouse?

assert yourself ...



in these bold, bold colors!



White

Lavender

Charcoal

Biscuits

Sky Blue

Smart Pink

Iron

Mid Grey

Sand Tan

Shaw Yellow

Sage Green

No need for cave-man tactics when you sport Van Heusen's Boulder Look.

Clear, bright pastels... wide-spread collar... half-inch stitching... extra-wide center pleat... all assert your he-man qualities. There are famous men's wear... action-following... fog-proof pearl buttons. Lab-tested fabrics—no sew shirt free if your

Van Heusen thinks out of size! Show her who's boss—wear Van Heusen's Boulder Look! \$3.95.

The Van Heusen Square Dots is 18 "Slim-Mate" color combinations, \$5.20.

Van Heusen shirts^o
"the world's smartest"

Phillips-Van Heusen Corp., N. Y. N. Makers of Van Heusen Shirts • Ties • Footwear • Cufflinks • Sport Shirts.

On Land- On Sea and in the Air!



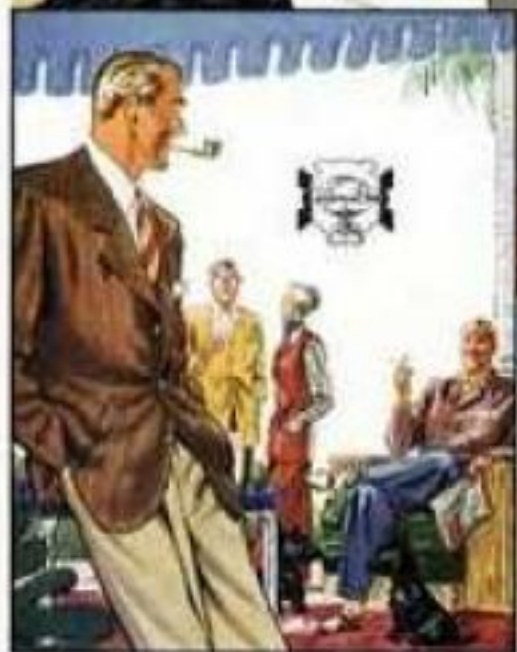
america's finest casual clothes...

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 AMERICAN FINEST STORES OR WRITE

Jackman
custom originals

Los Angeles 14, California



Village Art Service
Security Mark

Queen Quality shoes



CHARM

Superbly Styled
Smoothly Fit
Proudly Worn

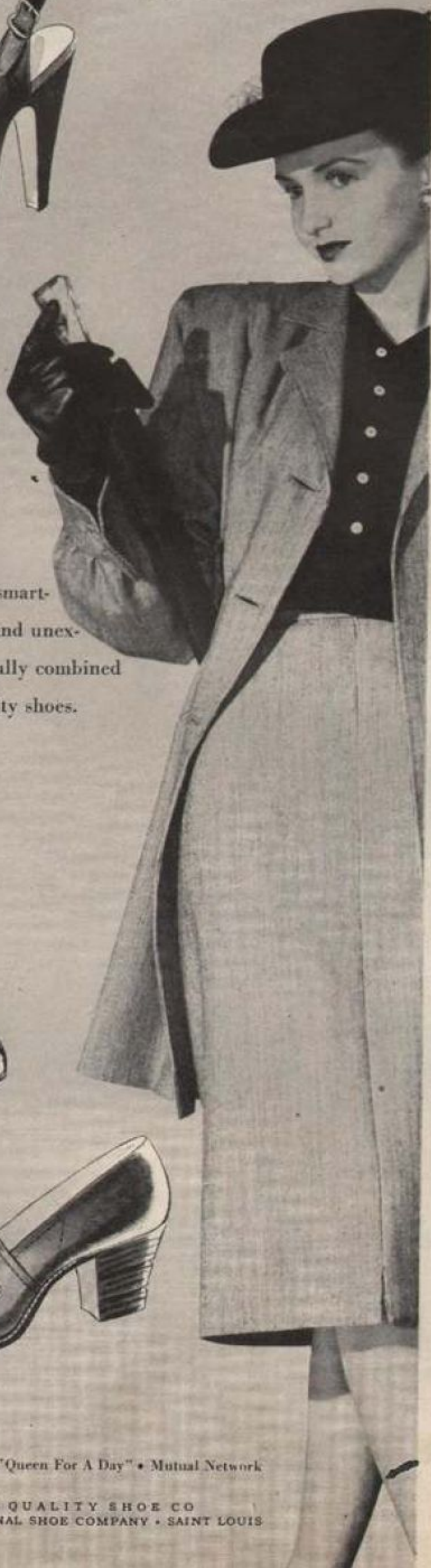
Exquisite fashion-model smart-
ness, supreme comfort and unex-
celled quality are artfully combined
in glorious Queen Quality shoes.



DU BON



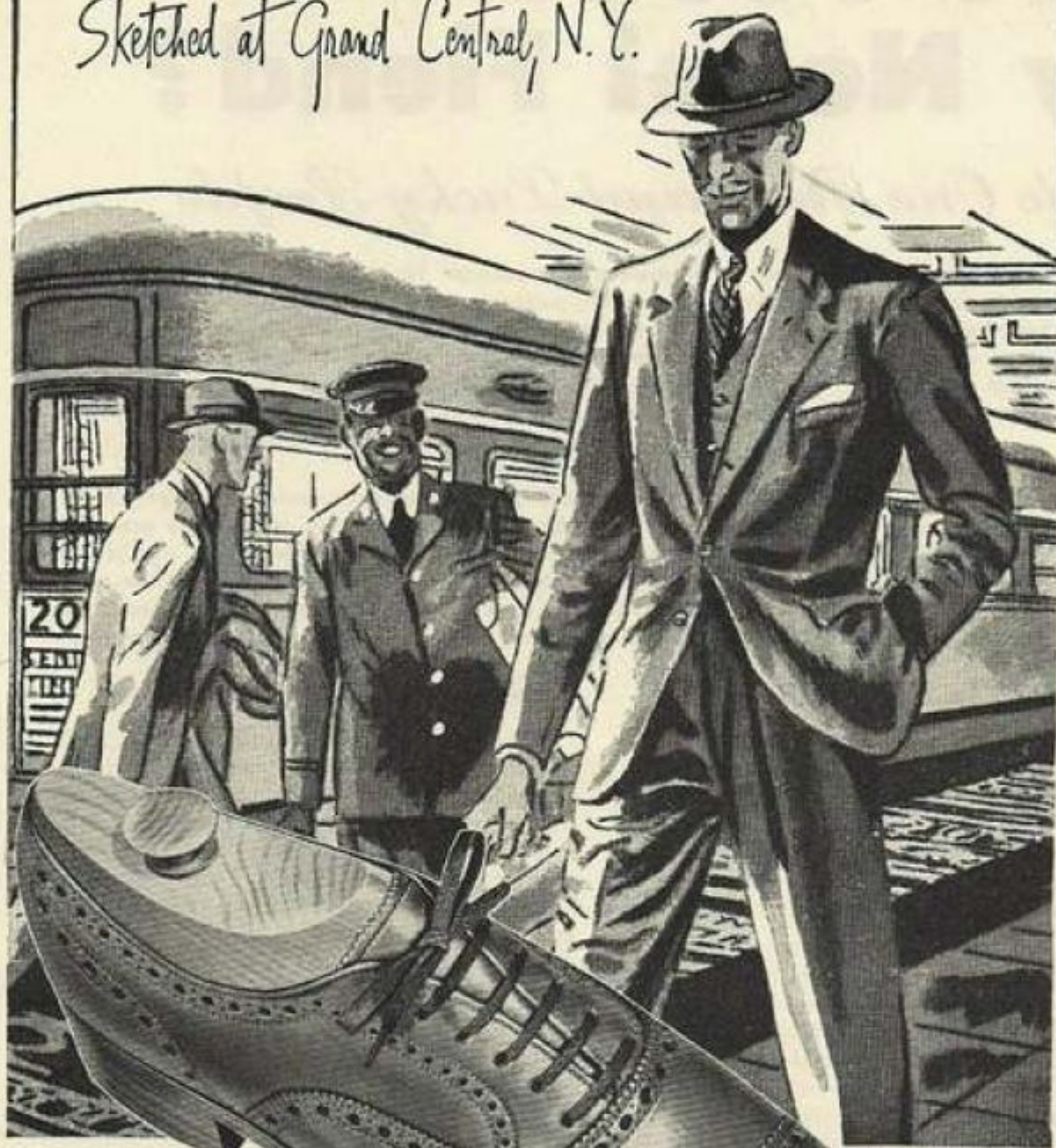
ROCKET



Favored Footwear of Her Majesty "Queen For A Day" • Mutual Network

QUEEN QUALITY SHOE CO
DIV. INTERNATIONAL SHOE COMPANY • SAINT LOUIS

Sketched at Grand Central, N.Y.



The DUKE
custom styled in
brown or black calf.

Late day with Grand Central humming. The polished-silver leanness of the 20th Century poised by the platform. Men of business, striding lightly, hurry aboard. Trim men. Smart men. Successful men. *Active men!* Wright Arch Preservers are made especially for them.

This year try Arch Preservers—the shoes that

- ★ need no breaking in
- ★ provide the firm, natural support that eliminates foot fatigue
- ★ are superbly styled with built-in features to preserve that styling
- ★ let your feet walk naturally, tirelessly, and with rejoicing comfort
- ★ are easy to buy — consult classified directory for address of nearest Arch Preserver store. E. T. Wright & Company, Inc., Dept. N-9, Rockland, Mass.

WRIGHT
Arch Preserver
SHOES

For Women

Selby Shoe Co., Portsmouth, Ohio

For Boys

Gerberich-Payne, Mt. Joy, Pa.

In Canada for Men

Scott-McHale, London, Ont.

We've taken the  out of work pants!



There was a time when work clothes fabrics were bulky, heavy, and stiff. Then along came Pepperell to take this uncomfortable weightiness out of work pants, shirts and gloves—with fabrics that "wear like iron," yet are *light, supple and comfortable!*

Millions of American farmers and industrial workers welcome Pepperell's progress. This year, for example, we will produce enough work clothes fabrics to make 6 million pairs of work pants, 13 million work shirts and 39 million pairs of stout work gloves.

That enormous volume is a nice business. But it's only a part of our job. Many industrial fabrics, such as abrasive cloths and shoe linings, pour forth from Pepperell's mills—along with millions of yards of rayon suit linings. And, of course,

Pepperell's volume of sheets, pillowcases and blankets continues to grow. After 103 years of steady growth, Pepperell's name today, more than ever, stands for the principle of producing a large volume of quality goods at popular prices for the widest possible market.

PEPPERELL MANUFACTURING COMPANY
160 State Street, Boston 2, Massachusetts



Pepperell's 6 Busy Plants

MILLS

BIDDEFORD, MAINE
FALL RIVER, MASS.
LINDALE, GEORGIA
OPELIKA, ALABAMA

FINISHING PLANTS

LEWISTON, MAINE
OPELIKA, ALABAMA

THEY POUR FORTH A STEADY STREAM
OF MUCH-NEEDED FABRICS:

Shirts • Pillowcases • Chambrays
Blankets • Crib Blankets • Flannels
Covers • Whipcords • Pinchecks
Marquiesettes • Fabrics for Sports-
wear, Industry, Abrasives, Shoe
Linings • Rayon Fabrics for Suit
Linings and Women's Wear • Fine
Fabric Finishes.

LOOMED FOR QUALITY — PRODUCED IN VOLUME

"For better wear
I buy two pair!"



The RAND Shoe No. 23953

Seamless, wide, one-strap
side buckle, full leather lined,
full leather sole and
double heel.

Comfort plus!
RAND STYLES
\$9.95 TO \$12.95



It's the smart way to buy shoes:
buy **two** pair then change every day.
Your feet feel fresher—
you do, too—and you get
better wear from each pair.
See your Rand dealer...
choose **two** pair of
the new fall styles in
the Rand Shoe.



ROBERTS, JOHNSON & RAND,
Division of International
Shoe Company,
St. Louis 3, Missouri

The RAND Freematic



No. 17980

British tan Scotch
grain, double leather
sole, leather heel.
Really rugged and
pre-flexed. *They need
no breaking in!*

RAND FREMATICS
\$13.95 TO \$15.95
SOME STYLES HIGHER

THE RAND SHOE
ALSO RAND JUNIORS FOR BOYS

ALSO RANDCRAFT SHOES FOR MEN & YOUNG MEN AT LOWER PRICES

Two perfect answers to the
\$64 QUESTION



... and they're both **EVERSHARP!**

Did you ever see a handsomer pair... than this Eversharp Skyliner Set?

Smooth, streamlined design! Glittering deep-pocket clips contrast with rich plastic caps and barrels... in dabbonnet, blue, brown, green, gray or black.

Magic Feed prevents ink flooding or leaking high in a plane... so of course at ground level too.

Magic Point is so smooth, it's actually silent. Matching Repeater Pencil feeds new points like a machine gun. Compare!

TUNE IN Phil Baker in "TAKE IT OR LEAVE IT"—CBS, Sunday Nights
 and Ann Sothern in "MAINE"—CBS, Wednesday Nights

EVERSHARP
 Skyliner Set

\$8.75

Pen Alone—\$5.00

Pencil—\$3.75

Service Guaranteed Forever!
 If Your Eversharp Ever Needs Service, We Will Put It In Good Order For You. This Service Is Guaranteed... Not For Years... Not For Life... But Guaranteed Forever!

Give **EVERSHARP**—and you give the finest!

© 1954 Eversharp, Inc.



Buddy Gets a Break!

His new shoes are *ALL LEATHER* in vital parts*

BUDDY isn't behind the eight ball any more. No more curtain lectures from mother and dad about the way he goes through shoes... because *they got wise*. Now when they buy shoes for Buddy they demand and get *all leather*, in the *vital parts*... *leather heel bases, leather counters, leather insoles*.

How do they make sure of getting shoes of *all leather* in vital parts as well as parts that are easily seen? By insisting on *Red Goose* or *Friedman-Shelby* shoes. The manufacturer of these popular quality-built shoes for boys and girls *positively guarantees* that *genuine leather—no paper—no fiberboard*—is used in counters, heel bases, and insoles. Of course they hold their shape and keep that "well-groomed" look longer. Of course they stand up better under the grind of boundless, youthful energy. *Leather always does!*

Before you buy, look for the *Red Goose* or *Friedman-Shelby* trade-mark *on the shoe*. It is your assurance of the added

economies which *all leather* in vital parts* effects through *assured comfort, lasting fit and longer wear*.

Why **RED GOOSE** and **FRIEDMAN-SHELBY** Shoes for Boys and Girls Are Made with **ALL LEATHER IN VITAL PARTS***

Leather, because of its *natural* fiber, affords greater resistance to both wear and weather.

Leather counters provide a more *natural* form for the foot, retain original shape longer.

Leather insoles conform *naturally* and more properly to contours of the feet... a comfort feature!

Leather construction in vital parts* assures that *Red Goose* and *Friedman-Shelby* shoes can be resoled with greater satisfaction.

Made by

RED GOOSE DIVISION
International Shoe Company, St. Louis, Mo.

RED GOOSE SHOES

"HALF THE FUN
OF HAVING FEET"



FRIEDMAN-SHELBY SHOES

*Counters, Insoles, Heel Bases Are Not Paper or Fiberboard

FOR BOYS AND GIRLS OF ALL AGES

See Good Housekeeping's Advertising Guaranty—Page 6

"Hires to You!"



It's a gift—that little knack of knowing just the right time to take a recess for refreshment—and knowing, too, the right words for it—"HIRES to You"...

A TOAST TO GOOD TASTE.

What Makes A Fashion Yours Alone?



HAT BY JEANNE TETE

La Mode's Button Creations All Your Own!

Thrilling as tango tempo...glittering as midnight Manhattan...that's a button, when it's a button by La Mode! This gem-precious collection is a perfect interpretation of fashion's newest theme...sophistication. La Mode Buttons are the individual fashion accessory note you need to make a coat or dress... a suit or blouse...a glove or gilet as distinctively yours as your fingerprint. So sparkle up your wardrobe...the old as well as the new fashions...the ones you buy and those you make...with La Mode buttons, on your favorite button counter now!

(La Mode)


B
BUTTON SPECIALISTS SINCE 1877

B. BLUMENTHAL & CO., INC., 1372-82 BROADWAY, NEW YORK 18, N. Y.

Yanky Clover

blooms all
over!



Like a breeze stealing in from a country meadow ankle-deep in clover!

Lifting, light young fragrance to wear everywhere. See it, sniff it, love it!

Perfume...toilet water...dusting powder, \$1 each; sale 50c (all prices plus tax).

YANKY CLOVER by *Richard Hudnut* New York • Paris



Lastex - for the players too!



Definitely Yes, and worn by almost every professional and college team! It is the remarkable elasticity of Lastex that makes football pants so snug fitting, so hard-to-tackle, so free for strenuous action.

Women, of course, know Lastex. Thanks to this famous elastic yarn, a woman looks more glamorous, a man is better groomed. Most apparel, today, gains in fit and appearance through use of the Miracle Yarn.

Lastex

... the Miracle Yarn that Makes Things Fit

An elastic yarn manufactured exclusively by

UNITED STATES RUBBER COMPANY

1230 Avenue of the Americas, New York 20, N. Y.



Here's one buyer
 who admits she
 was really "sold"



The store I buy for doesn't think I have a home . . . and I'm beginning to agree with them. All year long it's been out to Los Angeles . . . up to Chicago . . . in to New York . . . rush here . . . rush there . . .



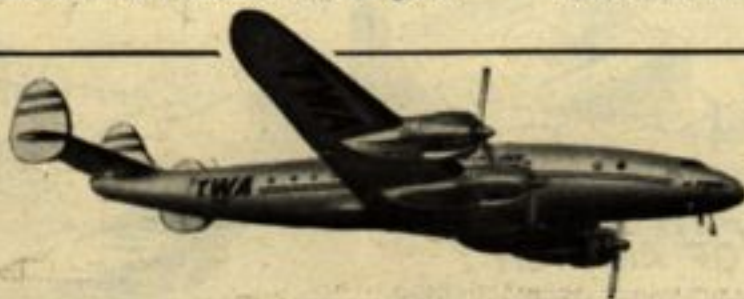
But that was before a TWA representative told me about "the Businessman's Airline." Now one thing I know about men is that they like their travel quick, comfortable and convenient . . . so I listened . . . but good.



And what he told me about TWA fits my needs to a "T." Their flights go where I want to go . . . and their schedules look as if they were planned just for me. Besides, flying gives me more time for buying.



So, I "bought" the Businessman's Airline. I was sold on TWA after the first trip . . . I'm still sold on it after the tenth. The only kick I have is that they don't call it the Business Woman's Airline, too.



Just the ticket for business travel

TWA

TRANS WORLD AIRLINE

U.S.A. • EUROPE • AFRICA • ASIA

P. S. Ship anywhere by TWA Air Cargo. Fast, dependable, cost is surprisingly low. Call your international freight forwarder or TWA office.

"That Personal Touch"

for FATHER'S DAY June 15th

Xinter woven Socks



DESERTONES

DESERTONES

CUSHION-FOOT
"PRO-SOCK"

RANCHO
COLORINGS



DUNCAN
ARGYLLS

SPORTSWEAVE

SPORTSWEAVE

BAHAMA
MESH

DUSTY
DIAMONDS

SOFTIES

Xinter woven
MADE IN THE U.S.A.
GOOD HOUSEKEEPING
RECOMMENDS

THE GREATEST NAME IN SOCKS

* REG. U. S. PAT. OFF.

© 1951 International Textile Company



"There's another woman in my husband's life

"I suspected the worst for some time. There were little tell-tale clues.

"Like the way he often looked at me critically . . . and seemed preoccupied on our last frequent 'dates."

"I looked at our children . . . at our beautiful home . . . and knew I'd better find the other woman . . . quick!

"I found her in our nearest department store getting an original creation. I watched her at the perfume counter, in the shoe shop and the beauty salon. I heard her ask for Artcraft Stockings . . . sheer and lovely . . . a divine pair.

"I really can't blame my husband. Now he's having quite a serious affair. With me! We're out late nights. We're in love again.

"And now I know how it started. I put on my first pair of Artcraft Stockings the day I got my new hair do. They made me feel so lovely . . . and made him look so loving that . . . they made 'another woman' of me!"

WHY ARTCRAFT STOCKINGS MAKE YOU FEEL AS LOVELY AS YOU ARE!

- The finest yarns are scientifically treated and twisted for unbelievable durability and strength.
- Precious silks are added to give legs for that luxurious, skinsoft feel . . . immeasurable sensibility.
- Precut-line seams are especially designed for unassumingly sheer men . . . flattery self control.
- Finally . . . each stocking is examined with such meticulous care that only 1 out of every 1,000 is judged fine enough to bear the Artcraft name.



ARTCRAFT

*Stockings
of Elegance*

...make you feel as lovely as you are.

Village 44 Service
Security Plans

STEP ON IT!..

THIS* is worth
getting out
early for!



Stepping out in this year's Easter Parade is like walking on rainbows. Because **NEOLITE**—the magic new sole, now comes in color! In shades that match or contrast with America's smartest shoes, by America's top-flight designers. You can have these high-fashion soles in red, natural, white, black, brown—with more brilliant colors coming soon!

Yes, **NEOLITE** puts new color in your life, but

that's not all! **NEOLITE** is the most blissfully comfortable shoe sole ever made. Easy as a slipper—yet with plenty of good, firm support. Even insulates your feet against heat or cold!

What's more, **NEOLITE** is *waterproof*—keep your feet dry in sleet, slush, showers. Makes you more sure-footed on any kind of surface. Keeps those slim, trim lines in your new shoes, too. And extra **NEOLITE** for outworn leather. Yet

won't mark floors any more than leather does.

You'll find **NEOLITE** Soles on over 150 famous brands of men's, women's and children's shoes, in dress, street and spectator sports styles, for your 'round wear. And don't forget to have your shoes resoled with **NEOLITE**—it doubles their life, improves their looks!

**NOT RUBBER! NOT LEATHER! NOT PLASTIC!
NOT FABRIC!**

NEOLITE SOLES

* *Easter colors underfoot*



Mark the Mark—
Only **NEOLITE** Soles
have the name **NEOLITE**

THE WHOLE FAMILY STEPS OUT ON NEOLITE THIS EASTER

The shoe with the
youthful feel



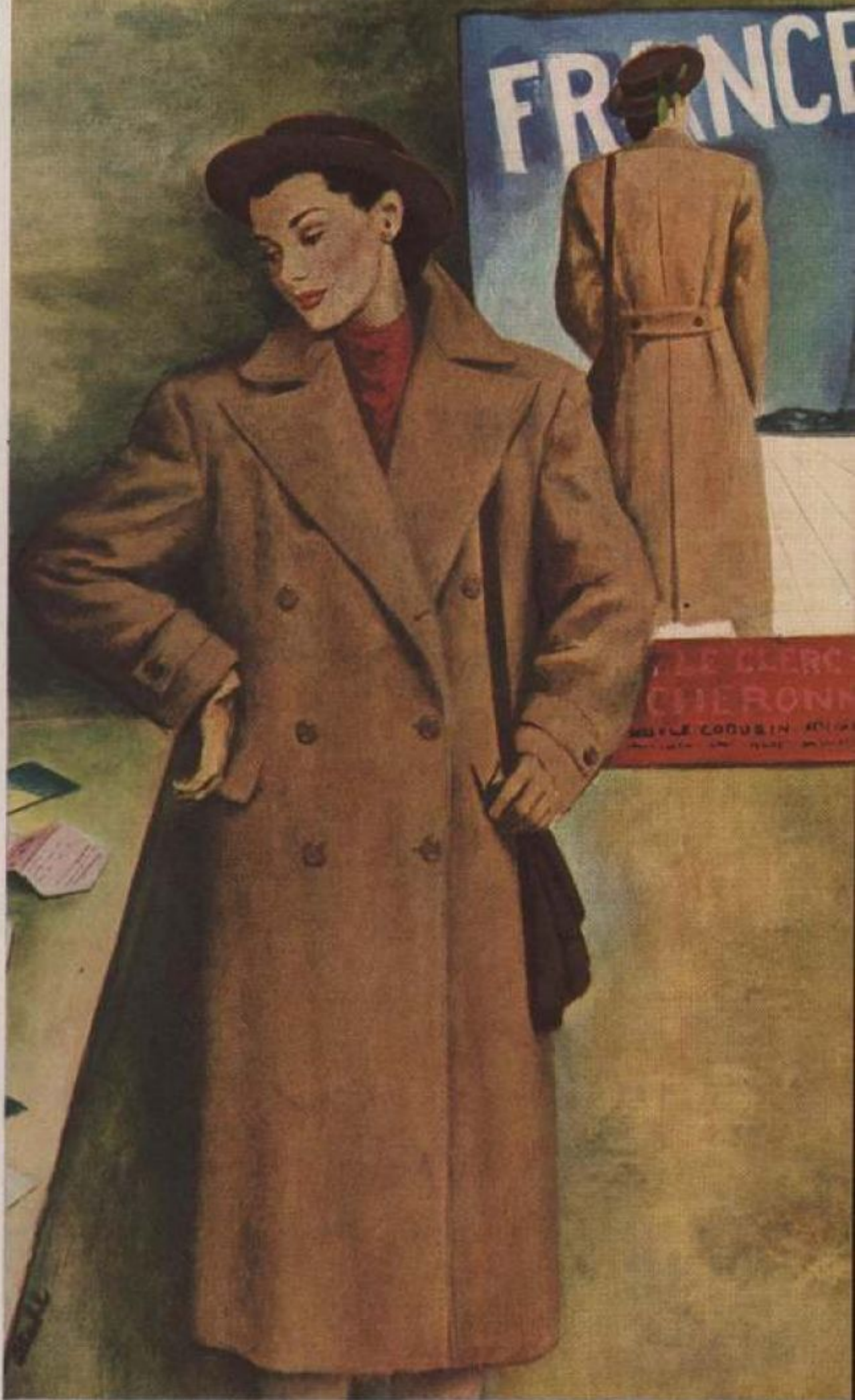
Air Step

65

Air Step Reg. U. S. Pat. Off.

Your spectators—with the crisp, cool look
of young assuredness. Your summer Air Steps—
with a secret-hidden quality of youth
—an unexpected inner softness.

This is the Magic Sole, air-light and gentle, cushioning
your step happily against all foot-pounding shock.



"go places" painted by Ben Stahl

(Mallory hat)

*marvelous new Rosenblum greatcoat
fabric is Forstmann luxurious, supple camel's hair
tailoring is as fine as tailoring can be
details concise and perfect as in
everything "Rosenblum." \$100 at leading stores
Rosenblum, Los Angeles*

tailored in California

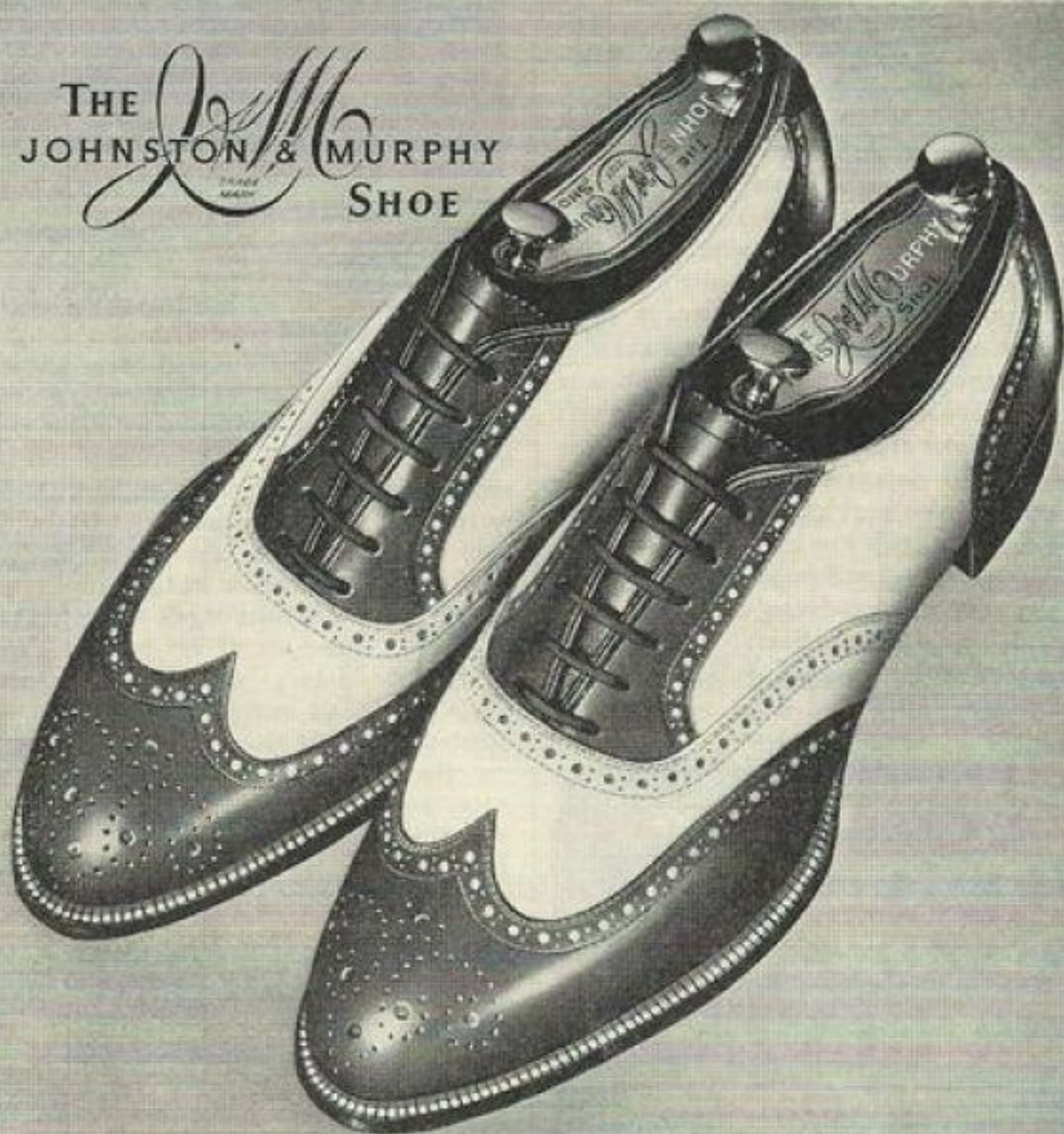
Rosenblum
®

The shoe that always looks young

Johnston & Murphy style is built in by expert craftsmen. All in all, it takes 8 weeks to build a pair of J & M shoes... 8 weeks of step-by-step pains-taking craftsmanship. The result is a shoe with the style and finish of a fine custom boot—a shoe that actually improves with wear!

The famous J & M *built-in quality* assures perfectly matched upper leathers, hand-cut and hand-blocked. Acid-free inner soles. Particularly fibrous, tough soles and heels. Go to your J & M dealer and let him show you the outstanding worth of J & M craftsmanship. Better still, actually wear a pair of J & M shoes. Write us for name of your nearest dealer. Johnston & Murphy, 40-54 Lincoln St., Newark, N. J.

THE
JOHNSTON & MURPHY
SHOE



IN THE END THEY COST YOU LESS



E. F. BURTON, Chief Engineer of the parent plant, is one of many Douglas executives who depend upon Dictaphone to help them get things done. Says Mr. Burton: "We have found Dictaphone adaptable to a wide range of uses, not merely for dictation of correspondence but even for such special purposes as recording data during test flights. It has been my experience that this machine is an efficiency aid quite in accord with our wartime theme . . . every minute counts."



VIVIAN ENGELBRECHT, secretary to A. M. Rochlen, Douglas Director of Industrial and Public Relations, says: "There is a warm spot in my heart for Dictaphone. The executive for whom I work has become a human dynamo in these critical days, but our Dictaphones enable me to keep pace."

Helping to
MAKE EVERY MINUTE COUNT
at Douglas . . .

IN Douglas Aircraft Company's California plants, as in its Midwestern factories, fast and formidable Douglas-made military airplanes are rolling off the assembly lines in record-breaking numbers.

Managing the vast Douglas organization, coordinating the huge army of Douglas production soldiers, and solving the daily technical and administrative problems, require enough departments to run a good-sized city. It's a tough job—a job that requires the full use of every modern time-saving and labor-saving tool available.

That is why Dictaphone equipment is so important a part of the Douglas organization. Dictaphones are geared right into the production set-up.

Giving Wings to Words . . . Here, as at hundreds of other vital war plants, Dictaphone dictating machines are helping hard-pressed executives do more work in less time.

Some of these men seldom write a letter. They are using their Dictaphones to issue instructions, to record flash ideas

and long reports, to digest government rulings, and to prepare analyses of engineering findings. They are dictating memos to avoid needlessly interrupting the work of their associates and because they can dictate at any time without requiring the presence of a secretary, they are finding it convenient to confirm important phone calls, oral instructions and conference highlights on the spot.

Meanwhile, the elimination of two-person dictation leaves the secretaries free to handle phone calls and visitors, and perform other important secretarial duties.

In these critical times, when all Dictaphone users are faced with the urgent necessity of getting more done in less time, such effective application of the Dictaphone method has special significance.

IN the Central Transcribing Department at Douglas Dictaphone cylinders are swiftly and skillfully transcribed.



OFFICE ORGANIZATION as well as production lines at Douglas are streamlined. Personnel of the Parts Sales Department use Dictaphones to record parts lists and data to speed vital shipments.

Munitions and Materiel . . . All Dictaphone factory facilities are now engaged in turning out remote control aiming and firing devices for anti-aircraft guns, and other precision instruments for the armed forces and war industries. Thus the skill developed by Dictaphone Corporation in the manufacture of Dictaphone equipment is contributing in helping to provide actual munitions and materiel for America's war requirements.

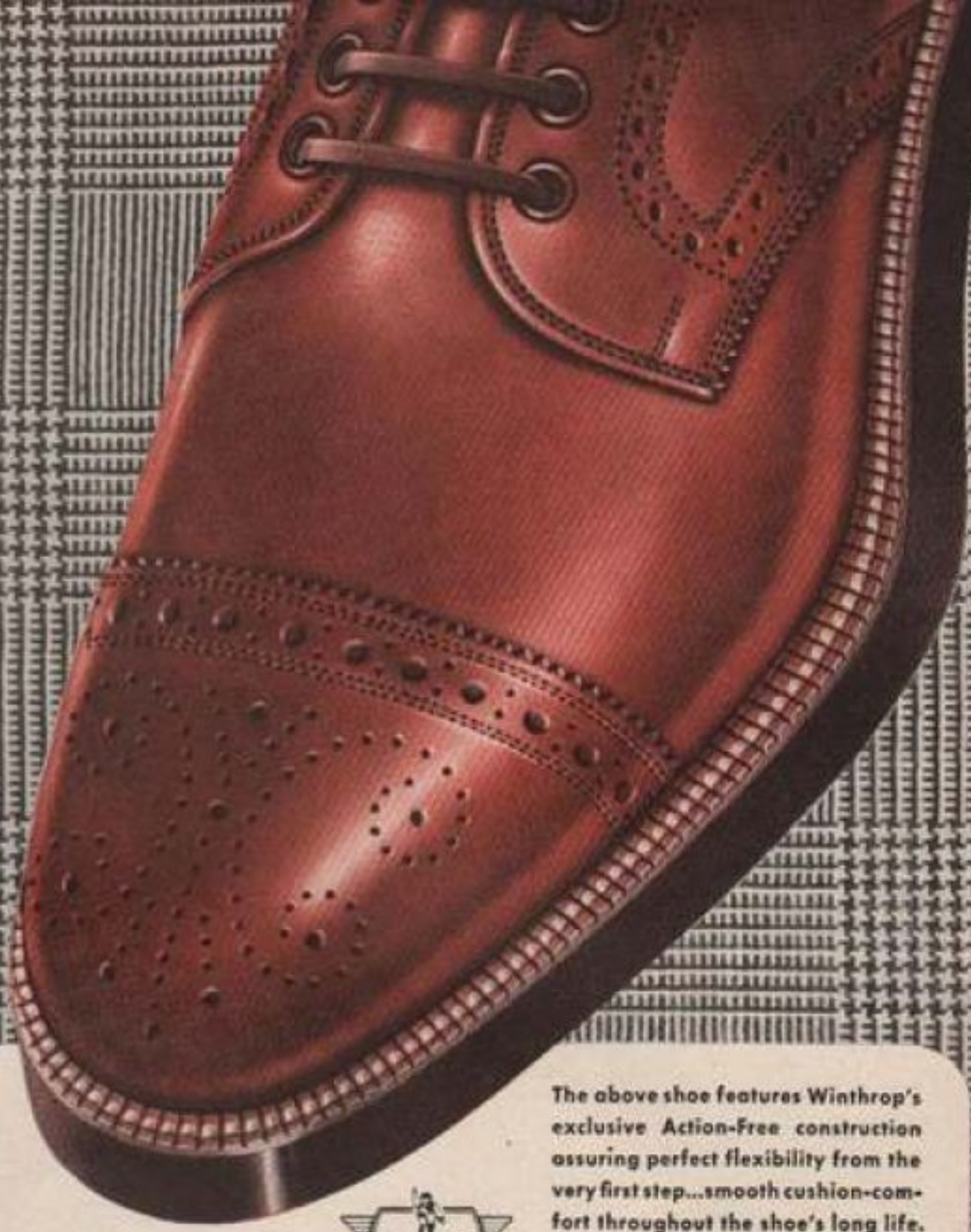
DICTAPHONE
ACOUSTICORD DICTATING EQUIPMENT
ELECTRICORD RECORDING EQUIPMENT

The word **DICTAPHONE** is the Registered Trade-Mark of Dictaphone Corporation, Makers of Dictating Machines and Accessories in which said Trade-Mark is Applied.

FREE CARTOON BOOK—Shows you for the Dictaphone you probably never thought about. Mail the coupon and we'll send the book.

DICTAPHONE CORPORATION
409 Lexington Ave., New York, N. Y.
In Canada—Dictaphone Corporation, Ltd.,
80 Richmond St., West, Toronto, Ontario
Please send me your free cartoon booklet.

Name _____
Address _____



The above shoe features Winthrop's exclusive Action-Free construction assuring perfect flexibility from the very first step...smooth cushion-comfort throughout the shoe's long life.



WINTHROP

"HEAVY-WEIGHTS" FOR FALL

Fall wardrobes call for heavy-type shoes. With these two "heavies" in your closet you'll be ready for most any Fall occasion...dress or business (top)...knockabout (below). Let your Winthrop dealer bring *your* wardrobe up to par.

**WINTHROP
SHOES**

\$8⁹⁵ to \$15⁹⁵

(Some Higher)

Winthrop Jrs.
for Boys

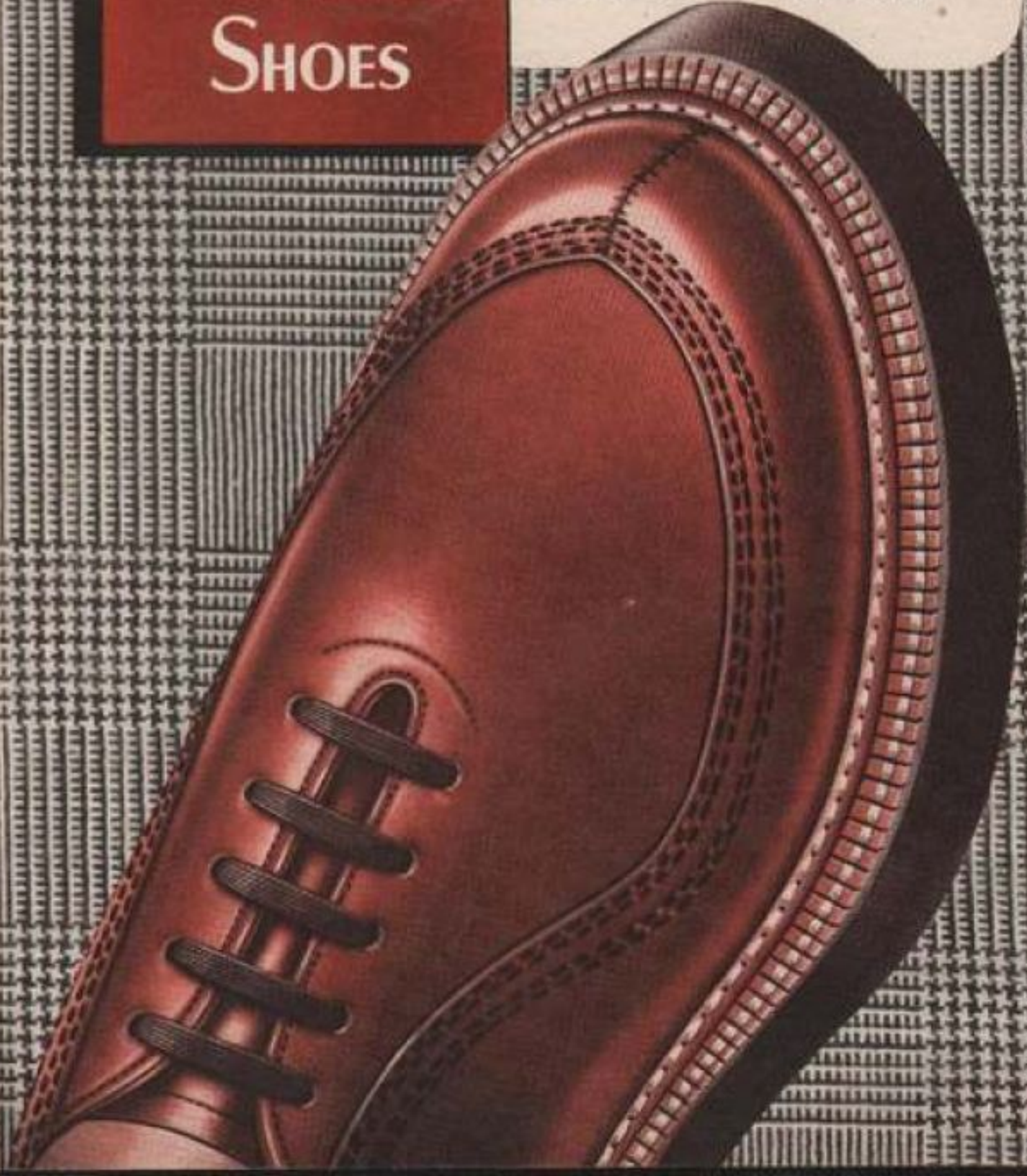
\$6⁹⁵ to \$8⁹⁵

Write Dept. I for dealer's name

Winthrop Shoe Co.

Div:

International Shoe Co.
Saint Louis



Eagleknits

**The greatest name
in knitted headwear!**

Eagle Knitting Mills, Inc., Milwaukee - New York





"Just 'cause your underwear's champ stuff, don't you get ideas!"

Fundamentally, the gal *is* good. Ski pants and shirt, designed by a ski champ, exclusively for Munsingwear. Plenty of give knitted in, but fine slim fit for streamlined ski clothes. On the rail, Munsingwear "Skippers"... slightly molding skating pants that look part of your outfit. Lots of other expert Munsingwear for sports...including the famous down-to-your-ankle "Kumfortites,"* all knitted with the right degree of wool. Inexpensive...at better stores. Munsingwear, Inc., Minneapolis, New York, Chicago.
*Trade-Mark

MUNSINGWEAR *Sports*
Fit That Lasts! *Underwear*

UNDERWEAR, SLEEPING AND LOUNGING WEAR, FOUNDATION GARMENTS AND HOSIERY

Your Pilot to Good Looks



Right on the beam for good tailoring . . .
Wings' dress and sport shirts. Soft-seamed for comfort,
contour-cut for freedom of action, they outfit you
handsomely for business or luxurious relaxing.

WINGS

Shirts and Sportswear

WINGS SHIRT CO. EMPIRE STATE BLDG., NEW YORK

Peck and Peck



Come inside . . .

inside where? Why our famous fur-liner, of course . . .

The beautiful perennial coat insulated with curly white lamb.

Grey, brown, green or black wool suede, 10 to 18, 95.00.

FOR BEST RESULTS:
shave with **Barbasol**



**"You have me off guard
... with that Barbasol face"**

For *active* men—it's Barbasol! Barbasol is brushless—saves time and trouble. And its special ingredients wilt whiskers *fast* for quick, close *comfortable* shaves. At the same

time, Barbasol never removes natural skin-oils, as soapy lathers do. So your face stays smooth and pliable. Barbasol is *especially* great on chapped or windburned skin. Try it!

● No brush
No lather
No rub-in



Use it also for soothing relief of
windburn, chapping, chafing, itching



AVOID

"Athletic Aroma"

USE BARBASOL
LOTION DEODORANT

FOR BEST RESULTS:

shave with **Barbasol**



POP!
goes my heart
.. for that
Barbasol face!"



**No brush
No lather
No rub-in**

... **A**nd *your eyes* will pop to see how smooth a Barbasol shave can be! Barbasol's special ingredients wilt the toughest beard for quick, close, *comfortable* shaves that last all day. They *look good*, they *feel good*, and Barbasol is good for your skin—never dries it out, as soapy lathers do. In fact, Barbasol actually *protects* your face against rough winter wind and chapping. *Try Barbasol* the next time you shave!

Use it also for soothing relief of windburn, chapping, chafing and itching.



Avoid athletic aroma
use **Barbasol
Lotion Deodorant**



*no finer fit
at any price*

BESTFORM BRASSIERES
79¢ to \$1.50

BESTFORM FOUNDATIONS
\$2.50 to \$6.50

BESTFORM

means "best form"

Suede Elastic

A Hickok Innovation in Braces
... genuine elastic webbing
with a smarter, suede-like finish.
Luxurious... colorful...
comfortable! You'll be
swayed to Suede Elastic
Braces when you see them!
\$1.50



another **HICKOK** first

Worth a Fortune
to your feet..

It's "Your Footprint in
Leather" *



Imagine . . . a curve-
for-curve copy of
the bottom of your
foot, in soft, supple
leather! . . . for you
to walk on!

It's a Fabulous idea
...found only in



M Matrix *

Shoes



Fashion-right shoes
that fit your
feet and the life
you lead.



painting by Ben Stahl

this Rosenblum classic with wonderfully-cut long shirt collar... distinguished by its top-of-the-craft man-tailoring, perfect drape, hand-picked edges, fine finish. In superb 100% virgin wool fabrics... covert 55.00... Doesheen, luxurious Rosenblum exclusive, 45.00... gabardine or men's wear worsteds 49.95... wonderful colors, wonderful values, sizes 10 to 20. Rosenblum topcoats, 55.00 to 49.95...at leading stores. Rosenblum, Los Angeles

MAN-tailored in California

Rosenblum

Village All Service
Security Mark



SUIT SUCCESS OF THE YEAR!

MURRAY SICES MAKES YOU LOOK SLIMMER, TRIMMER, TALLER — IF YOU'RE 5'5" OR LESS



Look this way at a matinee in a Murray Sices Original of glamorous GLENTERRY.

Meet him for lunch in town in this Murray Sices Original of Kamak worsted sharkskin.



Designed with YOU in mind, if you're an "in-between" size, MURRAY SICES has created a breathtaking collection of new Autumn styles...each and every one a masterpiece of good tailoring and good taste! Best of all...they're so cleverly sized, you eliminate costly alterations!

Pictured here, just three suits in the exciting line of MURRAY SICES ORIGINALS. In dramatic, new-season tones, and in such superb fabrics as Sices' new, exclusive GLENTERRY, finest gabardines, tweed, sharkskins, worsted checks, worsted flannels and Forstmann's Milateen. Sizes 12½ to 24½.

Priced . . . less than you'd guess.

At these fine stores, or write **THE MURRAY SICES CORP., 252 W. 37th St., N. Y. 18, N. Y.**

RUSSEK'S, New York; Philadelphia; Brooklyn	M. L. ROTHSCHILD, Chicago; Minneapolis; St. Paul; Evanston
ADAM, MELDRUM & ANDERSON, Buffalo	GIMBEL BROS., Pittsburgh
WM. H. BLOCK, Indianapolis	THE HECHT CO., Washington, D. C.
BULLOCK'S, Los Angeles	HOCHSCHILD, KOHN, Baltimore
CITY OF PARIS, San Francisco	D. H. HOLMES, New Orleans
FAMOUS-BARR, St. Louis	LIT BROS., Philadelphia
	MAY COMPANY, Denver
	OLDS, WORTMAN & KING, Portland, Ore.
	RICH'S, Atlanta
	SIBLEY, LINDSAY & CURR, Rochester
	STROUSS-HIRSBERG, Youngstown
	JOHN TAYLOR, Kansas City, Mo.

FROM CALIFORNIA... TO PARIS... FOR YOU AND YOUR GAL...

Block Stroller Casuals were viewed with much acclaim in Paris at the "Flight of Fashion" showing by San Francisco apparel designers



BLOCK

Sportswear

Mr. and Mrs. Stroller



Paris raved when Block previewed this new sportswear idea... identical stroller jackets for you and your gal.

Now she can look handsome as you in a Block casual, styled from chamois-soft leatheroy. Looks like suede... feels like suede... acts like suede.



"The Secret of California Casuals"

San Francisco • Los Angeles • New York • Philadelphia • Chicago

Vintage Hat Service
Security Plans



not just nylons...but
Cannon Nylons!

THE MOST WONDERFUL thing you can say about nylons... they're *Cannon* Nylon Stockings! Made by famous-for-beauty Cannon Mills. Sheer as moonlight. Yet extra long-lived, for each pair is carefully machine-tested to guard against flaws . . . then *sealed* in a new, protective Cannon Handy Pack. Quantities are still limited, but ask for full-fashioned Cannon Nylons at your favorite store.



CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets
Copy. 1946, Cannon Mills, Inc.

figure-oh!

figure-oh!!

figure-oh!!!



you'll sing, too, once you're under the influence of this latest Jantzen reformer, this cincher-topped stroke of genius, this very efficient little rib-trimmer, waistline-slimmer that begins to work several inches above the waistline to give you the loveliest figure you've ever had. The top is a marvelous thing...with fine, lithic, supple boning knit-in by a special Jantzen process so that it gives you the Empire silhouette, flattens your ribs, takes inches off your waistline, even starts your hips on a smooth career... and what's more, it's wonderful to wear. You get it only in Jantzen girdles and panty-girdles in the lightest Jantzen elasticized nylon net or silky-smooth elasticized Leno...Talon-fastened or step-in styles with two-and-one-half or three-and-one-half-inch tops...7.50 to 10.00...really marvelous values.

Jantzen
girdles
and panty-girdles
by the makers of
Jantzen swim suits

JANTZEN FOUNDATIONS DIVISION,
EMPIRE STATE BUILDING, NEW YORK



How to develop a colorful personality

The gentleman above learned the art of dressing from his grandfather. In fact, he's probably wearing his grandfather's suit. But a new world is opening for him. He is discovering that *color*—intelligently handled—can do much for a man's appearance and personality. And since the Stroock mill has been famous for almost a century for the genius with which they blend colors, the moral should be obvious to any man with a desire to appear at his best at all times Stroock-Freeman Suits and outercoats \$55 to \$200 . . . Sports Jackets about \$40 to \$65.

TAILORED by **FREEMAN** PHILADELPHIA
Woolens by Stroock



SQUADRON • A beautiful! Spread
away at heel and toe, with restful,
rummy soled foot. Style-matched!
Heel-gripping, easy-going soles!

sprinkling rows
or

twinkling toes



Vitality
SHOES

fit the Victory Tempo!

Shoes with a bright and busy future!

You'll wear them everywhere, doubly
thankful for their heel-gripping, restful fit.

Spring through summer, count on gallant

Vitality Shoes for the Victory Tempo!

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

Vitality
SHOES \$6.95

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

Help Uncle Sam
Buy War Bonds
and Stamps



MIMI • Picture-perfect! Open-worked,
flattering fit... good at all hours.
For women in the fashion-know.



LOVELLE • Firmness, firmness!
pump with peppy lace and captivating
open toe. Walkable, flexible,
comfortable! New plastic sole.

Take cover! Cold bugs are on the way
 . . . coming with the season's wet weather.
 For protection against colds that may result
 in influenza or pneumonia . . . it's the duty of



every civilian to wear rubber footwear in bad
 weather. And remember, when you see
 either HOOD or B. F. Goodrich stamped
 on rubber footwear, you are assured
 of superior materials and
 construction . . . resulting
 in complete foot protection
 . . . comfort . . . long,
 economical wear.





"Ma—what really put Pop over?"



MA: Joe—*please* speak English!

JOE: I mean... how'd you finally decide to marry Pop, instead of some other guy? You see, I've got competition with Nancy. I need help, Ma.

MA: Oh! Well, Dad and I sort of hit it off. And none of the other boys looked half as neat—that counts with a girl. Those handsome collars on his Arrow shirts didn't hurt him...

JOE: Uh-uh, Ma. What else, Ma?

MA: Oh, Dad was full of fun. And I was proud to be seen with him. Specially in summer, son. He never looked "rumpled

up," like Ed and Pete. Dad said his shirts had some special sort of trim cut, but I can't recall the name...

JOE: "Mitoga," Ma? Was that it, I bet?

MA: Joe! How did you know? Let's see—oh, Dad's shirts never seemed to shrink, and bulge his neck out. 'Course they couldn't, being Sanforized-labeled.* But you wouldn't know about that, son. That was years ago. Why, Joe—



JOE: So long, Ma—and thanks! If I don't knock off those other guys tonight it won't be the fault of this new Arrow Shirt I just got myself! Lookit!

**fabric shrinkage less than 1%*

ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

I FELT SO "Dowdy"

IN MY FUR COAT

When I looked at it for winter wear, I found it dull, lusterless, rainspotted. I was actually ashamed to be seen wearing it on the street.



UNTIL I HAD IT HOLLANDERIZED

My favorite store told me about Hollanderizing—how it treats each individual fur as a special cleaning problem, using the very methods Hollander has found best for the original pelts. My coat came back for all the world *like new again*, in far less time than I'd believed possible. Doesn't it look wonderful?

Hollanderizing

**COSTS NO MORE THAN
ORDINARY FUR CLEANING**



Unless you see this tag sealed on your coat,

it has NOT been Hollanderized



Hat by Sally Victor—Furs by Gunther

How will this dress take to a washing machine?

Like a woman takes to her first fall costume—because its fabric has passed rigid **CROWN** Tests for commercial and machine laundering. It is a **CROWN TESTED** rayon gabardine. There are three **CROWN TESTED** tags—"green" for washable, "amber" for hand washable, and "red" for dry cleanable. All three tell what tests the fabric has passed, and how to care for it. Of course there are other good rayon fabrics that are not tagged "CROWN TESTED," but these tags make it easy for you to know what you are buying. Look for the **CROWN TESTED** tag when you shop.



A better way to buy rayon fabrics. This identification is awarded only to fabrics containing **CROWN** Rayon, after they have passed the **CROWN TESTS** for serviceability.

*Reg. U. S. Pat. Off.



FREE LEAFLETS—Check these you want! Tip on Washing and Ironing No. 121; Quilt on Rayon Care No. 122; Sewing No. 109; Things You Should Know About Rayon No. 129. Also complete packaged Wardrobe Program for club use. (Give club name.)

AMERICAN VISCOSE CORPORATION

America's largest producer of rayon yarns and staple fibers

150 Fifth Avenue, New York 1

Educational Division, GII-30.

Name _____

Address _____

City _____ State _____

Van Raalte

"BECAUSE YOU LOVE NICE THINGS"



GLOVES



UNDERTHINGS



NYLON STOCKINGS

VAN RAALTE • 417 FIFTH AVENUE • NEW YORK CITY



Shower curtains, bathroom aprons



Food covers, food bags, outdoor meals



Raincoats, wind clothing



Garment bags

Koroseal



Coat equipment



Suspenders, belts



Aprons



Men's and women's raincoats

If they don't have this label they aren't Koroseal

There have been actual cases recently where ordinary preservative coatings and cheap postwar articles made by other manufacturers have been referred to as Koroseal. Don't be misled.

Koroseal is a flexible material made by B.F. Goodrich; finished articles are manufactured by selected companies under strict B.F. Goodrich standards. Every article has sewn into it or attached by cord a Koroseal label or

tag, to make it easy for you to be certain you get genuine Koroseal and not some imitation. Only by seeing this label can you be sure of all the important Koroseal qualities, developed and backed by B.F. Goodrich.

Articles of Koroseal are in stores now — permanently waterproof, acid-proof, practically scuffproof, easy to keep clean and new-looking, resistant for years to sun and air.

Koroseal is not rubber, has no odor,

does not crack nor grow sticky with age. Articles of Koroseal are made in many ways: some of them from thin transparent sheets of clear or colored Koroseal; some from fabric or paper with a thin permanent coating of Koroseal; others in varied forms and shapes and in any degree of hardness.

To get all these and Koroseal's score of other important advantages, remember the tag or label; if you don't


see it, the article is not Koroseal. The B.F. Goodrich Company, Akron, Ohio.

Koroseal
THE B.F. GOODRICH COMPANY

BY

B.F. Goodrich

The most distinguished shirts are made with

 **Viyella**, Imported from England

from \$10.50...



Viyella is an incredibly soft and light flannel shirting, made from a mixture yarn of *lamb's* wool (for warmth) and *Egyptian cotton* (for washing).

You can send Viyella to your laundry. If it shrinks, or fades, we replace it—and no argument.

Viyella comes in authentic Scottish tartans, dressy stripes, well-bred checks and various plain shades.

From \$10.50 at B. Altman & Co., New York; Von Lengerke & Antoine, Chicago; London Shop, Hollywood; Carson Pirie Scott & Co., Chicago; and other leading stores. For the name of your nearest retailer write: William Hollis & Co. Inc., 347 Madison Ave., New York City.



ABOUT WOOL...



Variations in wool fibers are determined by the breed of sheep. The Merino, such as this Australian ram, is considered tops for quality.



Experts of the wool trade are men who sort newly shorn fleeces into 16 different grades. The fabric depends on the grade of wool used.



In spinning rooms at a large mill, spools of carded wool, roughly spun and dyed, are twisted and lengthened into a continuous thread.



Wool may be dyed in the yarn (left) or in the piece after weaving. Above, a newly dyed piece is removed from stainless-steel dyeing vats.



Modern weaving is done on high-speed automatic looms. Bobbin with crosswise threads is shot rapidly through warp, lengthwise threads.



Designer Vincent Monte Samo works out fabric pattern with Foestmann Mills officials. Exclusive fabrics are often woven for designers.

The new fall tailored and formal suits show their versatility

by TONI ROBIN

ONCE women considered a trim tailored woollen suit, even though it was worn with a delicate blouse, suitable only for daytime wear. This year designers, stylists and manufacturers have collaborated with wearers to make women's suits of wool appropriate also for dress-up occasions.

The new styles in women's suits range from the old-faithful man-tailored kinds in the usual materials to new and glamorous dinner suits and full-length theater suits made of lustrous broadcloths, suedes, velours and dacetans dyed in new shades of garnet, amethyst, wine, purple, quiet blues and smoky grays. The classic single or double-breasted *boleros* are giving way to the softer dressmaker styles which are modeled to emphasize and flatter the figure. Even daytime town suits have been touched up with flattering detail to make them softer, richer and, like other women's clothes this season, more feminine.

The new wool suits for formal wear are being lavishly trimmed with furs, studded with colored stones and sequins, and embroidered with gold thread. Many of these will be worn with lined and brocade blouses.

In sports and travel suits the trend has been to work with three-piece ensembles, a suit and a hooded full-swing-back greatcoat. These suits are generally either in plaids or checks, with the greatcoat a companion in motion. The fabrics are usually tweeds, chevrets and soft wools, light in weight and dyed in autumn colors which include bronze green, auburns, russets, and rich tapestry shades.

All the fabrics for the suits shown on these pages are made in United States mills, which with new skills and new machinery available here, have created effects in weaves hitherto obtainable only in expensive foreign mills. Some designers, of course, have ordered special weaves solely for their own use. In all cases the mills have exerted

Photograph by Walter

Classic perfection in wool, the backbone for a wardrobe... a green suit by Monte Samo with a plaid shirt and matching plaid trim.

No masterpiece is matchless

Compare!

Genuine Scotch grain wing-tip, hand-made by Lobb of London . . . at

\$47

REGAL'S reproduction, in the same imported leather at just

\$7.20

John Lobb, eminent bootmaker to kings of England and peers of the Realm, has no peer in his trade. In his shop on historic St. James's Street in London, he fashioned by hand the shoes you see below at right. Cost to his illustrious clientele — 11 pounds, 15 shillings (over \$47) a pair — which they're happy to pay for an acknowledged masterpiece.

Where London has long been the men's style capital of the world, so has Scotland been the source of fine grain leather. Generations of

Scots have classed this handsome grain among their celebrated marks of distinctive living. Tough as the bark of an oak, it satisfies their instant for value. Burnished to a lustrous bright glow by Martin, Glasgow's favorite tanner, it holds a glorious shine for years on end.

With this heritage of both style and leather, Regal set skilled New England craftsmen to matching Lobb's masterpiece. On lasts carefully copied from the Lobb originals, the design was matched stitch for stitch. Not Lobb's hand

craftsmanship, of course, but the finest machine craftsmanship . . . for just \$7.20.

Don't be misled by this low price! Smart shoe buyers know what has kept it low in a period of advancing prices — volume buying, volume production, factory-to-wearer policy.

Compare the Lobb original and Regal reproduction in your Regal Store window. Then step inside and ask for our exclusive "Prescription Fitting," which measures and fits both feet in standing and walking positions.



THE SHOE ON THE LEFT IN THIS UNDISTURBED PHOTOGRAPH IS THE REGAL REPRODUCTION—STYLE NO. 808—ONE OF THE 250 REGAL STYLES FOR MEN'S, WOMEN'S AND SPORT WEAR

REGAL SHOES

ALL STYLES, ALL SIZES, \$7.20—COAST TO COAST

Approved costs are rising. This low Regal price cannot be guaranteed indefinitely.



Sold only in company-owned retail stores in principal cities from Miami to Miami, Atlanta, Baltimore, Birmingham, Boston, (2), Chicago (2), Dallas, Denver (2), Detroit (2), Hartford, Indianapolis, Kansas City, Miami City, Miami City, Los Angeles (2), Milwaukee, Nashville, New York (28 stores in Greater New York), Norfolk, Orlando, Paterson, New Jersey, Philadelphia (2), Pittsburgh, Portland, Tampa, Providence, Richmond, St. Louis, San Francisco, Seattle, Springfield, Massachusetts, Syracuse, Tacoma, Washington, D. C. (2), Worcester. **Factory and Showroom Office in Woburn, Massachusetts.**



Roblee

SHOES FOR MEN

presenting

SAVOY FLARES

Here's the newest of the new shoes for fall—Roblee style, featuring the handsome new flare-edge sole.

Slip 'em on and see how well the Savoy Flare fits your idea of the way a shoe ought to fit you.

How to get Roblee: Call Western Union by number (Operator 25) for name of nearest Roblee dealer, or write Roblee Division, Brown Shoe Company, St. Louis.

Shoes illustrated, 12⁹⁵ and 14⁹⁵

Other fabric styles, 8.95 to 14.95
(Prices vary by style)



Roblee Jr., styled like older fellows' shoes, 6.95 to 7.95



Van Raalte

UNDERTHINGS • STOCKINGS • GLOVES

"BECAUSE YOU LOVE NICE THINGS"



*Petalskin[®]
Nightgown*

Sleepy-soft rayon jersey with lace deftly petaling up a slender waist and outlining the deep V neck with feminine charm. At better stores \$4.

More for your Christmas money



Enjoy both LP and standard records. Play both with the sensational G-E Electronic Reproducer. Space-saving mahogany lowboy. Standard radio plus genuine FM. Model 376 at left.



Radio and Television

You can search high and low, but you can't find gifts that will be more appreciated—or give you more for your money.

In amazing new G-E Daylight Television General Electric brings you the brightest

picture in sight. In radio, your G-E dealer has a model for every taste—radio-phonographs . . . table models . . . portables . . . and "Wake-Up-To-Music" Clock-Radios. They're all G-E performance engineered.

General Electric Company
Electronics Park, Syracuse, N. Y.



G-E Daylight Television in a low-priced table model. Pictures so sharp, so bright, so clear you can enjoy them in broad daylight. All U. S. television channels. 10 inch tube—52 square inches of picture. Model 810 above.

You can put your confidence in —
GENERAL ELECTRIC

170-918



Set it and forget it. Wake up to music with a G-E Clock-Radio. Radio-clock—electronic reminder. Banish the jangling alarm with Model 62.



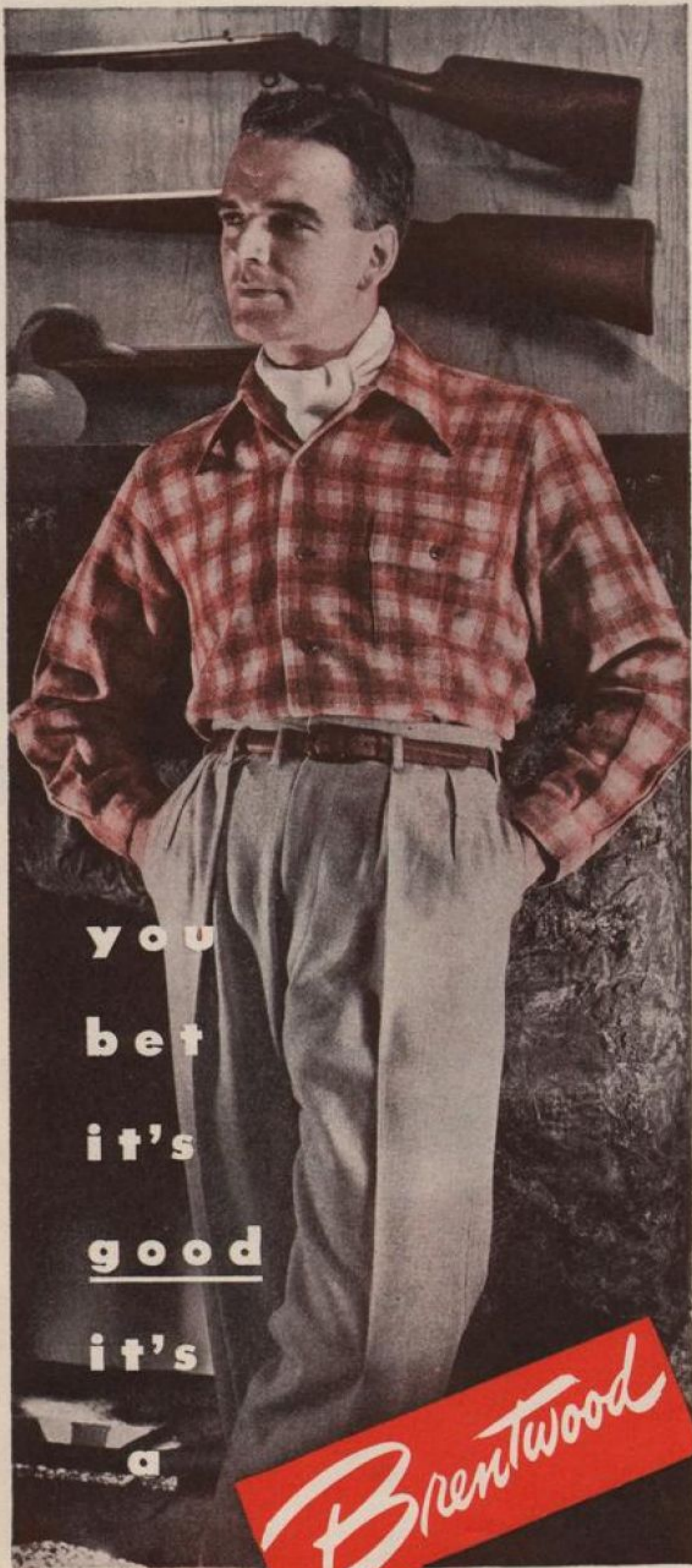
Give companionship. Give a handsome G-E portable. 3-way—AC-DC, batteries. Plastic cabinet—maroon, ivory or light gray. Model 150.



It's new! It's different! Exquisite 3-way very thin personal portable 2 3/8" deep, 7 1/2 lbs. Maroon plastic case. AC, DC, batteries. Model 145.



Big performance—big tone—big value. G-E de luxe table radio in ivory plastic—built for top performance. See it! Hear it! You'll know why we say "de luxe." Model 201.



you
bet
it's
good
it's
a

Brentwood

Flaid shirt, smart and rugged in pure virgin wool. Handsomely styled with Brentwood's custom precision and finer detailing. This pattern or others at most fine stores.\$10 to \$15

america's finer
sportswear

BRENTWOOD SPORTSWEAR • PHILADELPHIA • NEW YORK



FORSTMANN
100% VIRGIN WOOL

In a changing world, the tradition of fine craftsmanship

and virgin wool fibres is constantly symbolized by the Forstmann label.

Forstmann Woolen Company, Passaic, New Jersey.



"This Christmas, dear, I hunted for something just like you."

"Why, so did I, my darling. What's more, I found it, too!"

"Something as desirable . . . as only you can be,"

"Something ever faithful . . . as you are true to me!"

"Something slim and lovely . . . as you have always been,"

"Something strong and sturdy . . . built like you—to win!"

"Something true and honest . . . as you are to the core,"

"Something with endurance, of which you have such store."

"I think you'll find mine charming."

"I know you'll find mine swell!"

"Let's shut our eyes and trade 'em . . ."

"Let's open 'em and tell!"



"Why, dearest . . . how did you ever guess . . . I've been wanting a HAMILTON WATCH!"



For 55 years, a Hamilton Watch has been America's traditional Christmas gift. Left to right: CORDON—19 jewels, 18K natural gold case: \$210; NORMAN—19 jewels, 14K natural gold-filled case: \$66; FL-10—17 jewels, 14K natural gold case and fluted link bracelet: \$250; JESSICA—17 jewels, 14K natural gold case: \$66; FL-9—17 jewels, 14K natural gold case and snake chain bracelet: \$210. All prices include Federal Excise Tax.

Hamilton
THE WATCH OF RAILROAD ACCURACY

Hamilton's experience building railroad watches and navigational timepieces for our armed forces assures greatest possible accuracy in every size and grade.

Incredible human skills, unbelievably precise machinery, unrelenting inspection and constant scientific research—these are the high standards that Hamilton maintains constantly to produce fine watches for you. Remember, too, that every Hamilton is an American watch—the result of American craftsmanship and ingenuity. Write for FREE booklet. Hamilton Watch Company, Dept. C-25, Lancaster, Pa.

change over



Well new hat, and presto! you're a solid civilian again...

Naturally, you choose a hat that blends smartly and correctly with your new civilian outfit... that tells the world a tale of good taste, good manners and plenty of good prospects. ■ The right hat for you works magic—helps you get the best introduction to your new job and your good old American way of living. ■ So be sure to get the right hat—in the right shade, shape and style to bring out the best in your personality. Look for the store that features the *Recognized Hatter* plaque—and stop in for an expert try-on. ■ Isn't it great to handle that rich, smooth feel-rib? Doesn't it give you a lift inside to tilt your fine new hat at a proud, jaunty angle? Good luck, pal—and good pickings!



This plaque identifies a Recognized Hatter

The store that displays it is staffed with experts trained to fit you with the right shape, the right shade, and the right style hat for your personality.



wear a hat...it gives you dignity



**YOU SAY IT BEST
WITH
EVERSHARP!**

*—and This Christmas There's
an Eversharp For Everyone!*

No matter what you wish to spend—EVERSHARP has the perfect answer to your 1944 Christmas gift question. And remember—you can buy EVERSHARP with confidence! All EVERSHARP 14-karat gold point pens have been tested and approved by the United States Testing Company for their excellent craftsmanship and writing qualities.

EVERSHARP GIFT SETS ARE ALL HANDSOMELY PACKAGED FOR CHRISTMAS

**A LUXURY SET
AT A PRE-WAR PRICE
EVERSHARP'S
NEW \$5 SET**

You won't get value like this today from anyone but Eversharp! Pen has large 14kt. gold point. Famous Magic Tens assures perfect performance. Pen alone—\$3.75.



GOLDEN SYMPHONY SET... \$18⁷⁵
Special gift for a special someone. Magnificently styled with gleaming gold-filled cap. Extra-large 14kt. gold point. Pen alone—\$12.75.

SYMPHONY DEERER SET... \$12⁷⁵
Lustrous silver-colored cap and wide gold-filled band. Extra-large 14kt. gold point. Pen alone—\$8.75.

EVERSHARP SYMPHONY SET... \$5⁷⁵
Pen has large 14kt. gold point. Securely designed with silver-colored cap and narrow gold-filled band. Pen alone—\$3.00.



**Kimberly
PRODUCTS
& EVERSHARP**

Not much longer than your cigarette—yet opens to a full-size pen with full ink supply. With chrome band—\$4.95. With 14kt. gold-filled band—\$7.50.

*Give **EVERSHARP**—and you give the finest!*



John-Fredrick Day • Wear the multi-
valent accessories about the house for
daytime. Take an extra, and change
the accessories before your shoes
for evening dress.

Twice as smart

What with so much rushing to
and fro, you're twice as smart, now, to
single out Vitality Shoes. One pair is a
fashion credit to any outfit. Light-
weight, yet made to keep their shape.
Superb fit with daylong comfort. Endur-
ing materials styled with dainty grace!
Twice as smart, every way, to
wear new Vitality Shoes!



FRUSTRATE • Beautiful
but businesslike fit with
softened, open throat.
New Vitality sole.

WILMAB • Dainty strap
model for dress-to-dates.
Open toe, open back.

Vitality
SHOES \$6.95

For U. S. War Bonds and Stamps

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

VITALITY SHOE COMPANY • DIVISION OF INTERNATIONAL SHOE COMPANY • ST. LOUIS, MISSOURI



"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 tailors 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 Brilliantine Blue, Coffee Brown, Mocha Tan and Tuffy Tan. Available at the very finest stores—or write Worumbo for the name of the one nearest you.

Worumbo
 Fabric Perfection
 Village No. 50
 50th Street
 New York, N.Y.

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

S. Stein & Co., N.Y., exclusive distributors to custom tailors.



See what the saw sees!

Demand boys' and girls' shoes that are ALL LEATHER in vital parts

THERE'S MORE to a shoe than meets the eye! Even an expert cannot tell by looking at a shoe whether it is made with all leather in vital hidden parts. To be absolutely certain, he might saw the shoe in half to reveal its hidden construction.

Yet there is one sure way for you to know that no paper or fiberboard is substituted for genuine leather counters, insoles, and heel boxes—as well as the parts you can actually see—in the shoes you buy for boys and girls. That is to buy boys' and girls' shoes that bear the Red Goose or Friedman-Shelby trade-mark.

Leather is the most desirable of all footwear material. It stands up better under rough-and-

tumble punishment. It provides the protection boys and girls need for school and play.

Because they are made with all leather in vital hidden parts*, Red Goose and Friedman-Shelby shoes fit better and wear longer. They hold their shape better. For the manufacturer of this popular, reasonably priced footwear guarantees without reservation that genuine leather—not paper or fiberboard—is used in vital hidden parts*.

Look for the Red Goose or Friedman-Shelby trade-mark on the shoe. It is your guarantee of the added economies which all leather in vital parts* effects through *unworn comfort, lasting fit, and longer wear.*

Why RED GOOSE and FRIEDMAN-SHELBY Shoes Are Made with ALL LEATHER in Vital Parts*

Leather, because of its natural fiber, affords greater resistance to both wear and weather.

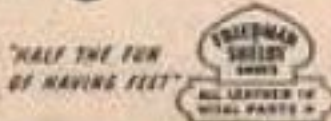
Leather counters provide a more natural form for the feet, retain original shape longer.

Leather insoles cushion naturally and more properly in contours of the feet... a comfort feature!

Leather construction in vital parts* assures that Red Goose and Friedman-Shelby shoes can be tested with greater satisfaction.

Made by
RED GOOSE DIVISION
International Shoe Company, St. Louis, Mo.

RED GOOSE SHOES



"HALF THE FUN OF HAVING FEET"

FRIEDMAN-SHELBY SHOES

*Counters, Insoles, Heel Boxes Not Paper or Fiberboard

FOR BOYS AND GIRLS OF ALL AGES



Florsheim Shoes

THERE'S NOTHING FINER AFOOT



PUT Vitality INTO YOUR SUMMER WARDROBE

The glorious days of spring and summer beckon once again... with promises of gay adventure in fashions lovelier than ever. So put Vitality into your wardrobe... and walk the way of youth in footwear cool and white. These stunning patterns are but a few of the many engaging new styles your Vitality dealer is now showing. They shape your foot in grace and flattery. They enhance your step with carefree charm. They lend enchantment to every costume and occasion. See them at your dealer's store.

Vitality SHOES '67

Continued Wings of Style and Wit by Vitality Open Road Shoes, Just Dainties and Comfortable Shoes, Priced to Fit

FREE! "PRELUDE TO SPRING SHOE FASHIONS" Authentic style hints on when to wear for spring occasions. Also latest advice on new spring fashions. Send for your free copy. Write Dept. A, Vitality Shoe Company, Division of International Shoe Company, St. Louis, Mo.



ROSEENSE has a fancy open toe and fancy laced up toe. A Vitality dainty slip in of white creased kid with Command heel.

The gay featherweight is a **FANTA**... a low-cut, "U" dress Vitality creation in white silk. Faded and ruffled... ruffled... open toe... Cuban heel.



MADE just means no Vitality expense, in white creased kid with Tuxedo cuff toe. Faded and ruffled... dress... open toe... Tuxedo cuff flared heel.



Designed for glamor like **IRINE** is a Vitality open toe slip-on. Faded and ruffled Cuban heel. White creased kid with cuff toe.



A no effort "U" dress called **SARASOTA** means in white creased kid with Tuxedo cuff toe and Cuban heel. Dainty cut-out and perforations.



Digitized trend was one of **VANESSA'S** classic lines. White creased kid Vitality slip in with dress toe and ruffled toe. Command heel.



Just a minute, please!



Smooth, sure, two-colored
Viciol supply, hand-stitched
with "glue-on" laces" hand
throughout.



The classic wing tip of
rich, glossy, brown, calf
skin, its lines emphasized
in bold, graceful lines.

ARE THESE THE SHOES you have
been looking for?

Style . . . quality . . . right price
. . . and low! But more, much
more . . . a kind of natural,
built-in foot support that has
given hundreds of thousands of
men brand new ideas on comfort
and a brand new look to their
feet . . . the "Wright Look".

Be smart. Be comfortable.
Switch to Arch Preservers . . . the
name of your nearest dealer is
in the classified phone book.
E. T. Wright & Company, Inc.,
Rockland, Massachusetts.



4 THINGS
EASIEST FEATURES

- 1. Arch support
- 2. Comfortable
- 3. Hand-stitched
- 4. Made by hand

WRIGHT
Arch Preserver
SHOES

For Women For Men In Canada See Map
Walker Shoe Co. E. T. Wright & Co. E. T. Wright & Co.
Baltimore, Md. 100 N. 1st St. 100 N. 1st St.

Vintage All Service
Security Plans

HORIZON

*DAWN OF A
NEW STYLE CREATION!*

Courtesy of United Air Lines

Tired of commonplace shirts? Stand up and cheer for Horizon—Manhattan's newest, freshest, smartest shirt creation. Color snatched right from the rim of the sky... Horizon! Those shadowy soft tones you've seen where the sky arches low over the sea... Different? We'll say! As different from ordinary colors as Manhattan quality is different from ordinary quality.

There's real style on the Horizon for you if you visit your Manhattan shop today and treat yourself to Horizons.



COMPLETE YOUR HORIZON ENSEMBLE with Horizon ties and handkerchiefs. Symphonic Styled by Manhattan to complement Horizon shirts.



NEW MANHATTAN COLLARS TOO! Choose Horizon shirts in your favorite collar styles—medium-spread, wide-spread or regulation model. Styled in Manhattan's own way.



AND HORIZON PAJAMAS...if you really want to sleep in style. The famous Man-sized band assures your comfort.

Manhattan SHIRTS

PAJAMAS • NECKWEAR • HANDKERCHIEFS



FOR BEST RESULTS:

shave with **Barbasol**

look May 10th 1949



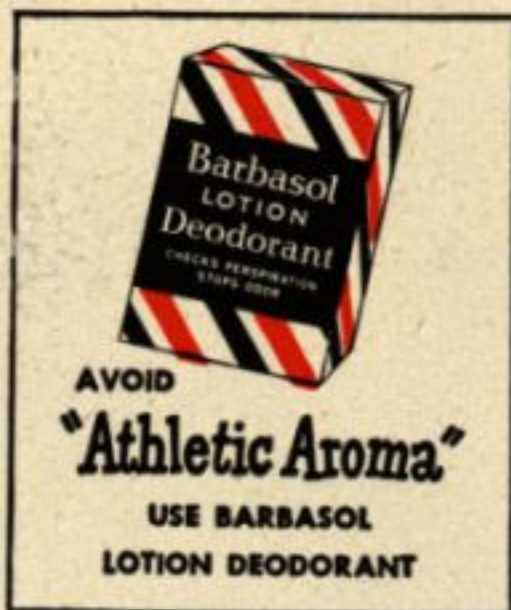
**Cultivating? (the lady)
You can—with a
Barbasol face!**



**No brush
No lather
No rub-in**

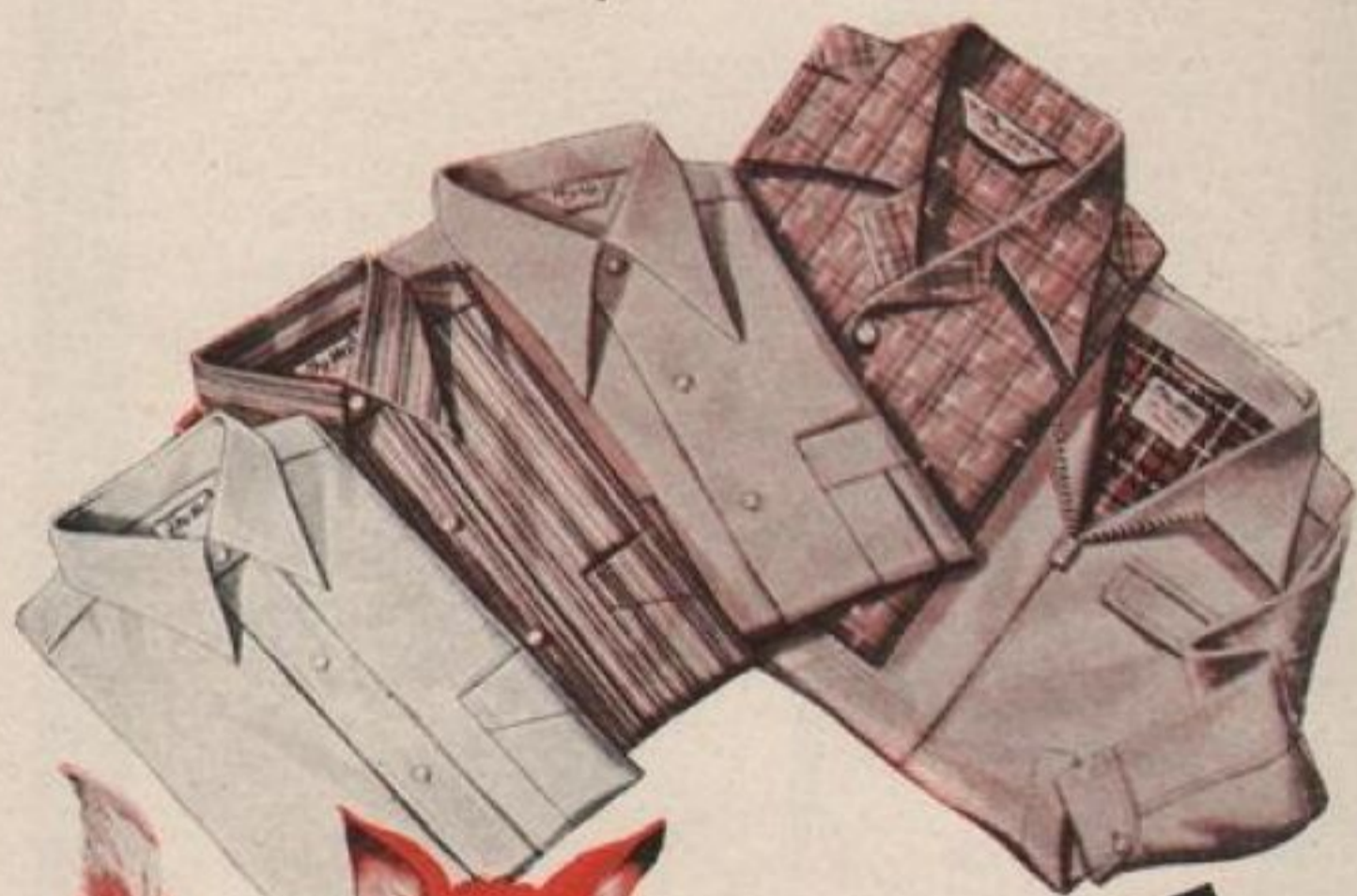
To make a Tiger Lily purr—try Barbasol! With Barbasol you get closer, easier, more comfortable shaves that last all day. They're faster, more sanitary, too! No brush, no lather, no rub-in. And Barbasol always leaves your face feeling really soft and smooth. So for "100 purr cent" shaving pleasure—try Barbasol, *today!*

Use it also for soothing relief of sunburn, windburn, insect bites, itching.





"I'm gonna show the Easter Paraders
ALL of my TruVal Shirt!"



TruVal[®]

SHIRTS • PAJAMAS • SPORTSWEAR

AMERICA'S
SMARTEST BUY

© '46

* Reg. U.S. Pat. Off.

TruVal Mfrs., Inc., 261 Fifth Ave., New York 16, N. Y.

**MAKE YOUR CASH REGISTER
RING UP TRIPLE PROFITS
BY SELLING
MENNEN SKIN BALM
AND TALCUM
TO EVERY MAN WHO SHAVES!**



- Mennen Talcum for Men — America's Largest Seller.
- Mennen Skin Balm—the fast growing after-shave lotion.
- Magazine, radio and newspaper ads—big and a lot of them.

- Every shave cream purchaser a prospect—easy sales make extra profits when you display Mennen Skin Balm and Talcum.
- Try displaying them on the counter—just one week—and see the extra sales you get. Bet you'll keep it up—permanently.

MENNEN Skin Balm • MENNEN Talcum FOR MEN
MAKES EXTRA SALES TO YOUR CUSTOMERS



B'rrr Months—ahead but not alone. Joyee's cozy Snow Topper boots are talk for walk to campus . . . stadium . . . and all outdoors. Of weather-wise Coltskin leather, lined all through with soft white lamb's wool, in Merry Red, Bright Green, Golden Palomine and Dark Brown. Waterproof miles of Buoyant Neoprene crepe. Snow Toppers, \$10.95. Matching Game Bag, \$8.95 (plus tax). (No mail orders, please. Write, we'll tell you where.)

One of many Joyees, but all Joyees say

joyee PASADENA, CALIFORNIA

Vintage Ad Service
Security Mark

Anarole



Brigade



*Foot Saver
gives Fit and
Fashion*

a

"PERMANENT"



Ainsworth

...with this special way of making shoes

How smartly you'll swing along in Foot Savers—sure of their flattery and gloriously aware of their comfort. No worries about unattractive gaps at the heel or "sag" at the instep because Foot Savers are shaped—over exclusive Shortback* Lasts—to fit the *heel curve* of your foot perfectly. And without sacrificing an iota of toe room! Make our famous "Unlaced Test" and *see*—before you buy—what a delightful difference this Foot Saver "permanent" will make. Write for "Calendar of Foot Saver Fashions." The Julian & Kokenge Co., 270 S. Front Street, Columbus, O.

Junior Foot Savers are made by
J. Edwards & Company, Philadelphia, Pa.

SHORTBACK[®]

Foot Saver Shoes

Foot Savers are priced

\$9⁹⁵ to \$13⁹⁵



Del Rey

**Rx
PRESCRIPTION
FOOT SAVERS...**

smart styles for feet that
need special help.

*Reg. U. S. Pat. Off.



Modess ... *because*



eyes are on
Kayser
Fit-All*
Heels

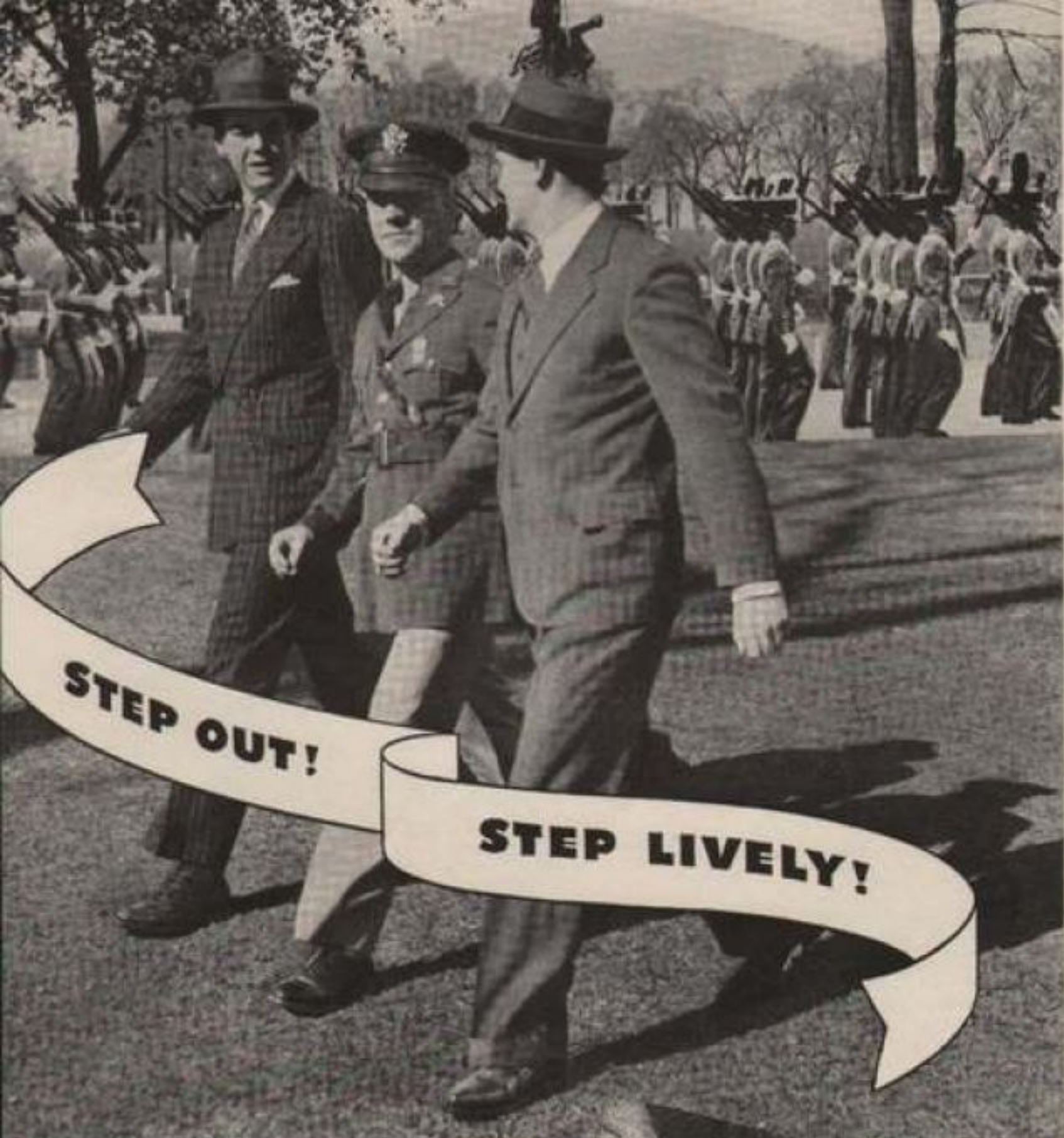


...FOR GOOD AND FITTING REASONS!

The pucker does it! A tiny one under the heel that stretches out when on. It's original — nobody has it but Kayser!

*Patent Pending.

KAYSER HOSIERY • UNDERTHINGS • GLOVES • LINGERIE



STEP OUT!

STEP LIVELY!

In BATTALION BROWNS for Fall

LIEUTENANT: In my business, a man's got to be on his toes.

1ST CIVILIAN: National defense keeps us all stepping lively nowadays.

2ND CIVILIAN: My Bostonians help me keep pace with the times. It's the way they're built to fit my foot in action. They let me go at top-speed without any complaints from my feet.

THE OTHER TWO: What you say makes sense. We know because we're Walk-Fitted for comfort, too.



*Bostonians
Whitman, Mass.
\$8.50 to \$12.00*

PIN FOUR STARS on *Marvel*, an officer's buckle oxford that commands attention. In a rich, warm tone of Battalion Brown, it's Walk-Fitted for strenuous *action*.



WINGS on your toes, Walk-Fitted for Action. That's *Kenyon*, a wing tip in Battalion Brown, newest of shoe styles. A Bostonian "first."



TRAMP, TRAMP, TRAMP all day in comfort, wearing *Claymore*, a flexible brogue in Battalion Brown that fits and feels *right*, in action!



ATTEN 'SHUN MEN! This new Homespun grain *Norseam* is really soft and pliable. It's a Bostonian trick, and a comfortable one.

Bostonians
FIT RIGHT - FEEL RIGHT *they're Walk-Fitted*



Air/Step

650
WIDE
GREAT FEEL

*the shoe
with the
youthful feel*



*Years, once again, that feel of a teenage foot, free and buoyant in Air-Step® Shoes
with the Magic Sole — a hidden cushion that shields your foot from the bumps of the day.*



How to guard your Child against his friends

AS SOON AS your child enters or returns to school, he establishes contact with countless families other than his own.

Directly or indirectly, he is exposed to whatever health hazards may exist among the families of his schoolmates, his friends—and *their* friends.

Hence, it becomes increasingly probable that somewhere in this widening circle of contacts a communicable disease may strike—and start to claim its chain of sufferers.

Isn't there anything you can do about it? Yes, there is. You can take your youngster to the doctor now—*before* sickness strikes.

A check-up by your physician now may be the

means of correcting a health deficiency that would cause trouble later. Changes in diet, or in habits of play or sleep or exercise can make the child more resistant to contagion. And—most important of all—your doctor can determine whether a definite immunization program should be carried out.

He can make your child immune to smallpox. So successful is the precaution of smallpox vaccination that, wherever it has been systematically used, the disease has virtually disappeared. Diphtheria can, of course, be prevented by immunization. Inoculation provides dependable protection against typhoid fever. And effective agents have now been developed for the prevention of whooping cough and scarlet fever.

Which of these safeguards should your child be

given? At what age should he get them? When should vaccinations or inoculations be repeated?

You can't decide these things, but your doctor can. Take your youngster to see him now—and you may save yourself some anxious days and nights this winter.

Copyright, 1941, Parke, Davis & Co.

PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN

*Seventy-Five Years of Service
to Medicine and Pharmacy*

SEE YOUR DOCTOR

Ahh...  this is for me!

✓ OK
to give me these on
FATHER'S DAY
JUNE 19

(Psst! Pop!—Here's how to get these Brentwood beauties on Father's Day. Just sign here and leave the page open.)



Don't blow your top, Pop—just drop the general idea that what you really want most on your day is easy, comfortable, finer casual wear—the Brentwood kind. That means finer detailing, handsome styling, smooth, easy fitting lines, and quality in every stitch. So, folks, give Dad the easier living of sportswear in Brentwood's handsome proud-to-be-worn blouse shirts, sports shirts and swim wear.

SCENE A—For action, Dad wears a solid, bright Brentwood blouse shirt in the rumpled cotton \$2, and smart grey trunks \$4.

SCENE B—For smart loafing, Dad prefers the cool Brentwood short sleeve sport shirt \$4, even over a neat surfline stripe blouse shirt \$2 and comfortable grey shorts \$2.

SCENE C—For swimming, Dad likes the cool leisure look with built-in all around support \$4, and a fine blouse shirt to top it off when needed \$2.

SCENE D—For golf, Dad will wear Brentwood's own pullover shirt, the "Punch," with its built-in button in long sleeves \$4, or short sleeves \$2. The blouse shirt underneath \$2.

SCENE E—For just good looking casualness anytime, Dad will rely on the extra quality details in Brentwood sport shirts in a choice of 27 new, smart colors, \$4.

In the Linenup at the Left:
SADGIE SHIRTS: Kalford of soft, fine combed cotton from \$2 to \$4.
SPORT SHIRTS: All washable and styled with finer tailoring touches all around, from \$2 to \$4.
SWIM TRUNKS: Handloomed tailored, fully lined construction and fabric, from \$2 to \$6.

you bet it's good... it's a
Brentwood
AMERICA'S FINEST
SPORTSWEAR



Come up for air!



Breezy come easy, go!



Get 'em while it's hot!



WALK-OVER KOOLIES

● What? They're frying eggs on the sidewalks? Better hotfoot over to your nearest Walk-Over dealer and relax in soft, light, cool, cool KOOLIES. *Whoosh*—that's the hot air leaving your feet. Start walking. Boy, feel that cool breeze blowing! Give these whirlwind-makers

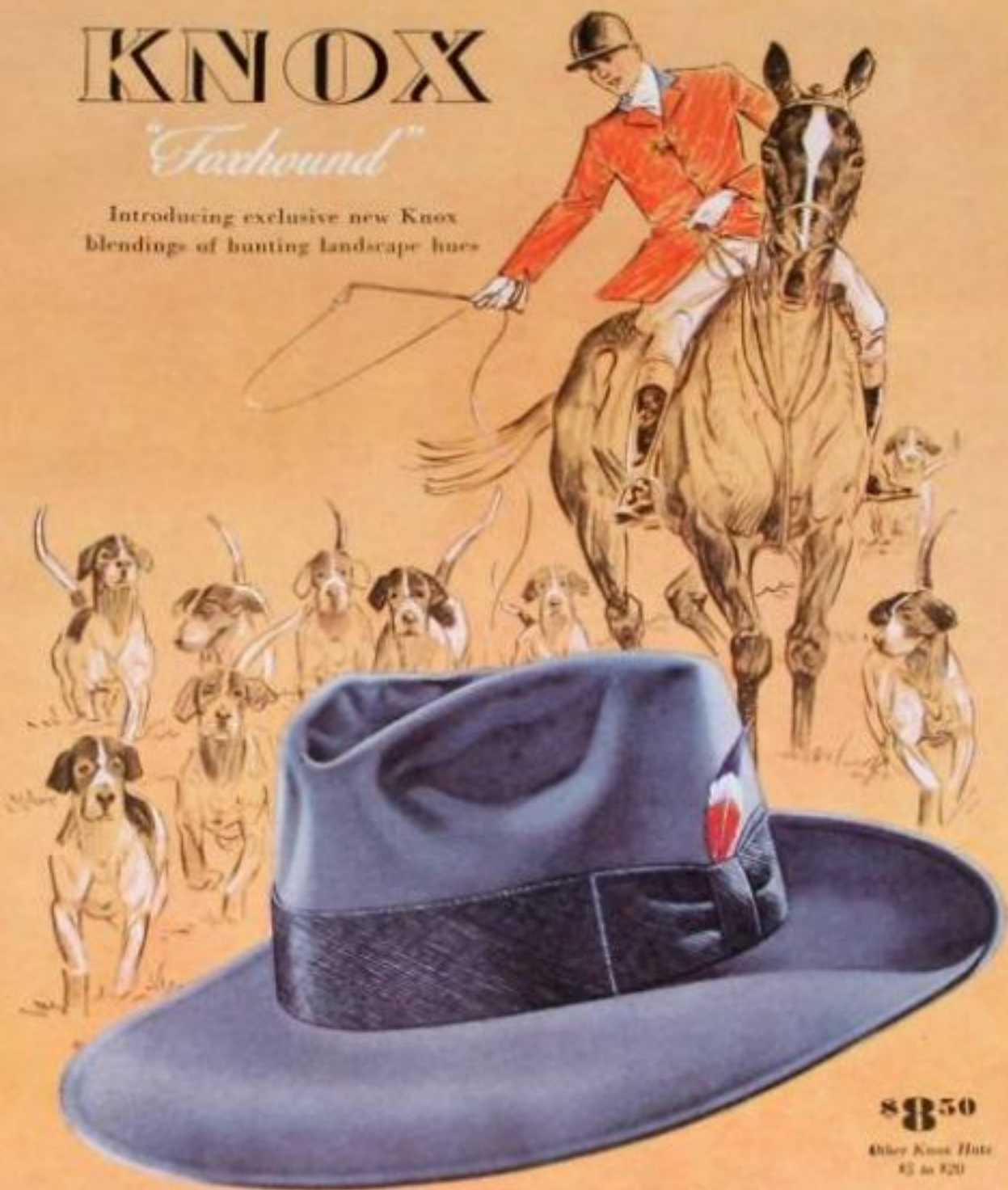
a whirl today. You'll never go back to hot, air-tight shoes. *Illustrated top to bottom: Broadway, Rambler, Rancho.* Dark colors for town, white or sport combinations. Most styles \$6⁷⁵. Other Walk-Overs to \$12.50 (higher west). Geo. E. Keith Company, Brockton, Mass.

KOOLIES for the ladies, too. New kind of playshoe that really fits!

KNOX

"Foxhound"

Introducing exclusive new Knox
blendings of hunting landscape hues



8850

Other Knox Hats
\$5 to \$20

KNOX HATS

KNOX THE HATTER • 452 FIFTH AVENUE • NEW YORK

NOW FEATURED BY THE KNOX DEALER IN YOUR CITY

Their Extra Values
Are
Hidden
Values!



**WEATHER-BIRD
SHOES**

**It's Why You Can't Judge
Children's Shoes by Looks Alone**

Don't be confused. There is just as much difference in children's shoes today as there ever was. Don't wear and lasting let depend on hidden values just as always. It is why you can't judge children's shoes by looks alone. Get these extra built-in values for your money! Buy children's shoes with the name WEATHER-BIRD or Peter's DIAMOND AND stamped in the shoe. This name is positive assurance that the hidden values are there... better fitting lasts... expert workmanship through and through... extra reinforcements in the hidden areas as well as in parts you can see... and the best materials the market affords.



**W
S**

WEATHER-BIRD
SHOES FOR BOYS AND GIRLS



Peters, Branch of International Shoe Company, St. Louis, Mo.

I'd love to know you better 'cause ...



I like "SMOOTH" Men

WHO
KEEP PRESENTABLE LONGER WITH
MENNEN
BRUSHLESS SHAVE CREAM



PROOF YOU GET A BETTER SHAVE!
MORE DERMATOLOGISTS* USE MENNEN BRUSHLESS
THAN ANY OTHER BRAND!

When her eyes say "Let's be friends" ... you'll say "thanks" for that clean, fresh Mennen shave that keeps you so well groomed. You can rely on Mennen Brushless Shave Cream to keep your face presentable for a busy day...and an enjoyable evening.

For nationwide surveys prove: More dermatologists—*doctors who devote their careers

to skin care—use Mennen Brushless Shave Cream than any other brand of brushless!

Let this show you the way to better shaves. Feel how much creamier, smoother Mennen Brushless is; how easy it is to apply. See how your razor glides along. Observe how well groomed your face *looks* and *feels*. Get Mennen Brushless Shave Cream—today!

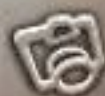
**LATHER SHAVERS! EXTRA-COOL
HOT WEATHER SHAVES WITH
MENNEN MENTHOL-ICEE!**

Foaming lather with whiskers... helps your razor glide along on soap! Get Mennen Lather Shave Menthol-Icee—today!



**IT'S HE-MAN ABOMA
"WOWS" THE LADIES**

Splash Mennen Skin Bracer on face after every shave. Enjoy that fresh, wake-up tingle. Get Mennen Skin Bracer...today!





ART BY HARTMAN

Striking at a Mexican Sunset . . . JOSELLI'S cross country cotway.

*In Calson's "Calson", a new washed type rayon-resistant rayon,
for many long and comfortable hours of travel. About \$30.*

See U. S. Pat. 2,618,000

Look for the JOSELLI label at better stores everywhere. JOSELLI SUITS, 512 Seventh Avenue, New York 10, N. Y.



*Village Air Service
Security Mark*

Your Easy Chair IN THE AIR

Giant Chicago and Southern DC-4 Dixieliners are styled first for your comfort . . . literally your easy chair in the air.

Time June 26-27-46



First in comfort, DC-4 Dixieliners also offer these notable *flying firsts* which mean so much to you in terms of swifter, smoother, far more pleasant travel:

First with the newer, faster, and far more powerful Wright-Rohr Cyclone 9-HD engines.

First with automatic propeller synchronizers that eliminate annoying "prop throb" in flight.

First with all electronic automatic pilot for smoother, "bee-line" flight.

Enjoy the new DC-4 Dixieliner service on your next trip North or South between the Great Lakes and the Gulf.'

DC-4 Dixieliners serving Chicago, St. Louis, Detroit, Memphis, New Orleans, Houston.

CHICAGO and SOUTHERN AIR LINES

"the Route of the Dixieliners"



Ticket offices in all on-line cities. Reservations and tickets also available at authorized travel bureaus.



Want to be alone? Draw drapes make this a completely private compartment aloft.



Handsome lounge grouping amidships. Just the thing for your favorite foursome.



Freshen up in these bright, spacious lavatories, complete in every detail.



Help Your Son Be An All-American!

Growing Feet Need Shoes with

BUILT-IN FIT

LOOK AHEAD! Picture your son twisting 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 soon 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 Poll-Parrot and Star Brand Shoes with all ten BUILT-IN

FTT features—listed below. Combining quality materials, scientific construction, pretesting, 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 Poll-Parrot and Star Brand Shoes. Boys and girls love their grown-up styles for all occasions. Roberts, Johnson & Rand, 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 in steps
4. Age-conforming arches
5. Ankle-hugging top lines
6. Strong, pose-shaped heels
7. Straight-tread lasts
8. Free-action flexibility
9. Soft, shivable uppers
10. Selected long-wearing soles

HELP UNCLE SAM. BUY UNITED STATES
WAR BONDS AND STAMPS



Poll-Parrot

AND

STAR BRAND SHOES

with BUILT-IN FIT for Boys and Girls





"I PROMISE to love, honor
and shave with Barbasol"

That's right! To shave with Barbasol means a finer, smoother Barbasol Face—for better looks and *better feeling* in those close-ups—a real consideration for the woman in your life. "No brush, no lather, no rub-in"—try Barbasol and see why more men favor America's #1 shave for speed and ease, soothing comfort and smooth results. Tubes or jars. Large size, 25¢. Giant size, 50¢. Family size, 75¢.



"He said, 'Mother,
you never looked
nicer' . . .



"And all the time I was
wearing **elastic
stockings!**"

Many women have this experience . . .
with Bauer & Black Elastic Stockings.
These perfectly made stockings are not
conspicuous—even under sheer chiffon
hose.

These fashioned-to-fit "Lastex"
stockings have two-way stretch, are
light, cool and comfortable. In addition,
they have an exclusive fashioned instep
that helps prevent unsightly wrinkles.

If your doctor has prescribed elastic
stockings, see these Bauer & Black
Stockings at drug, department or sur-
gical supply stores. 7 styles for men
and women. Accepted by American
Medical Association, Council on Phys-
ical Therapy.

Comfortable relief from
surface varicose veins!



FREE! . . . INTERESTING BOOKLET ON ELASTIC STOCKINGS! Bauer &
Black, Division of The Kendall Co., Dept. EC-56, 2500 S. Dearborn,
Chicago. (In Canada, Leaside (Toronto), Ontario.)

NAME _____

ADDRESS _____



and Evans Slippers

Since  1847



the Ambassador

all say

Merry Christmas



the Cherokee

And the Christmas cheer of Evans Slippers lasts for years! That's why they're *the greatest gift in the world for a man* . . . at Christmas or any time of year. Your chances of finding the pair you want are somewhat better than last Christmas, but we still can't make quite enough to go around. So if you don't find Evans Slippers right now, be sure to try again later.

L. B. EVANS' SON CO. • WAKEFIELD, MASS.

Your guide to the best in Men's Slippers

CLOGS

BY

Roblee

SHOES FOR MEN



New High in Toes...Roblee's latest for casual wear

Roblee Division, Brown Shoe Company, St. Louis

PHOTO BY G. S. HAY



Teach Them the World...

WHEN the time comes for people to go places, they will turn to the man with the world in the palm of his hand—the travel agent.

When are the fjords of Norway most beautiful? What should we see in

Australia? Is Mexico good in any season? Is there still big game hunting in Africa? Is Corregidor included in a visit to Manila? Is London's Westminster Abbey now open to visitors? The answers to these and

countless other questions will determine the global travel of the future.

The travel agent, with his world knowledge, and American Airlines, with its extensive routes, will join in making travel dreams come true.

AMERICAN AIRLINES *Inc.*

THE NATIONAL AND INTERNATIONAL ROUTE OF THE FLAGSHIPS



GETTING A BIG HAND EVERYWHERE!



Making you feel at home in the air—in one of TWA's big liners—is this young lady's job. That's why dinner trays feature some of the home-tasting foods you enjoy at your own table—Heinz Home-style Soups, Tomato Juice and Pickles. And of course your favorite condiments—Heinz Tomato Ketchup, Chili Sauce and Worcestershire Sauce—are always available!



Favored by leading business men, lawyers, doctors and theatrical people, Don and Barney's Oyster House is the outstanding seafood restaurant in Newark, New Jersey. Most popular dishes are Boston Clam Chowder and excellently prepared lobster. And the most popular meat-makers are keystone-labeled—Heinz Ketchup, Chili Sauce and Worcestershire Sauce!



Stone crabs are a specialty that draws many of the country's great and near-great to Joe's Restaurant in Miami Beach, Florida. Ruddy Heinz Tomato Ketchup, rich with the deep, full-bodied flavor that dramatizes all kinds of seafood and meat dishes, and old-time Heinz Chili Sauce are additional gustatory attractions!



Like hundreds of busy folks in Jersey City's bustling Journal Square, this policeman often drops in at Mike and Moe's for an off-the-beat treat such as savory, satisfying Heinz Home-style Soup! Thanks to the efficient Heinz Electric Soup Kitchen, in two minutes flat he can get upon to just about the most tempting old-fashioned soup he has ever tasted.

THERE'S something mighty reassuring about a glimpse of that familiar Heinz Tomato Ketchup bottle—or a Heinz Electric Soup Kitchen—when you're dining out! Instantly you recognize that you're in a place which serves really good meals, for the 57 Varieties are featured wherever high-quality, home-tasting foods are in demand! Backed by a 75-year reputation for excellence, ruddy Heinz Ketchup, Chili Sauce and other condiments are America's most popular meat-makers! And robust, richly seasoned Heinz Home-style Soups are coast-to-coast favorites. Keep these delicious Heinz products handy at home, too—for thrifty, nutritious meals that save you precious hours for patriotic activities!

57



Barbecue pork, prepared to an old Southern recipe, rates high with customers of the Quick Meal Sandwich Shop on Gravois Boulevard in St. Louis. And so do hearty Heinz Home-style Soups! Cooked the careful, small-batch way from the world's finest ingredients, these old favorites provide plenty of the heartening nourishment local business and factory people need!



"Heck NO, Mom...that's a B-24!"

You can't win, Mother...he can name 'em all...even when you can scarcely see them in the sky.

And here's something else you can't see. It's the hidden structure...the materials all the way through...in the shoes you buy for your youngsters.

Why should you want to see them?

Because, Mother, these are the things that make some boys' and girls' shoes wear longer and keep their fit. The looks of a shoe doesn't tell you much about its sturdiness.

But there is a way to be sure. Buy a brand with a reputation...the RED GOOSE brand, with a 35-year reputation for EXTRA VALUE FEATURES* that mean long wear and lasting fit.

Shoes bearing the famous RED GOOSE trade-mark are made of flexible leathers and durable materials...formed over correct lasts by careful shoemakers. They're built to deliver service far beyond their modest price tags.

And so, when you buy shoes for your boys and girls, look for the big RED GOOSE...that continues to tell, as it lasts for 35 years, "These shoes are good...all the way through."

*EXTRA VALUE FEATURES—all the way through

1. All materials meet rigid quality and performance standards. 2. Lasts proportioned according to age groups. 3. Careful attention to construction details. 4. Extra reinforcements...where they count for lasting wear and fit.



RED GOOSE SHOES
HELP GIRLS SAVE LEATHER!
By children's feet that wear longer, longer in Year Books requests.



Red Goose Shoes

"HALF THE PAIN OF FINING FEET"

RED THUMB NAUGHT 1932

FOR BOYS AND GIRLS OF ALL AGES



RED GOOSE DIVISION
International Shoe Company
D. Lucie, Mo.

Airman **Z**



IDEALIST SHIRT IDEA IN YEARS! There's not a single button on this shirt! A concealed Talon slide fastener adds speed and convenience. Heavy collar soap for home fit—jacketed loop cuffs add a touch of elegance. Lustrous, long-lasting, quality broadcloth, and only **3.95**

a business shirt that zips closed!

AT
LAST



CONCEALED TALON ZIPPER—the world's best—makes shirts dress neat, smooth. No bulging or gaping. No buttons to come off or break, or buttons to fray or tear!



NOT A PULLOVER! This shirt goes on like any other shirt, thanks to its separating Talon slide fastener. Just match the zipper parts at bottom... zip, and you're all set!



GUARANTEED LAUNDRY PROOF! The Airman Model Z has been certified washable by the American Institute of Laundering. Iron easily. No long row of buttons to work around!

Men... here's the most convenient shirt ever made! Looks great (lies smooth, feels wonderful)! Modern—zips like a flash—with a world-famous, light-weight Talon zipper! And it's certified washable! Comes in three popular collar styles, in white and smart pastels. Once you try the Airman Model Z, you'll never again be satisfied with an ordinary shirt! On sale at leading department and men's stores from coast to coast. Made by Shirtercraft Company, 350 Fifth Avenue, New York City.

*Patent pending

Talon

THE BEAUTY OF THE FASTENER

© 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025



JARMAN
SHOES FOR MEN

This Pair Is Not For Sale

We had this particular shoe finished in gold, not to be worn, of course, but to bring out as distinctively as possible the lines of this new Jarman Style.

Beneath the 24-Carat exterior of these golden leaguers is a fine, mellow leather—preserved here as a permanent symbol of authentic men's shoe styling in the year 1944.

Jarman has for years been a synonym for men's correct foot-wear. That fact, we know, is one reason why more men wear Jarman Shoes today than any other brand in this price range, \$5.00 to \$7.85, most styles.

Jarman Shoe Company
Division of General Shoe Corporation
Nashville, Tennessee



The most
popular
Christmas
gifts are
ties... and
the most
popular ties
are
"Manhattan"!

P.S. "Figure" ties come in
blue, navy, red, brown,
grey and scarlet. He will be "most
popular" too, if he wears them on
handmade "Manhattan" shirts.

Manhattan

THE MARK OF
QUALITY SINCE 1857

The Ties \$3.50.
"Manhattan" Shirts
\$3.25 to \$10.95.

© 1961, The Manhattan Shirt Co.

The Manhattan Shirt Company, makers of "Manhattan" shirts, neckwear, pajamas, sportswear, handkerchiefs, and "Manhattan" underwear and briefs.



Very personally yours

More comfort than ever before with
the new, softer Kotex.

You're so utterly sure of yourself... for a breather, or winging downhill! As only a woman can be who cleverly sidesteps "calendar" anxieties... discovers the new comfort of the new softer Kotex.

Because never, never has there been a napkin like this new Kotex. With downy softness, that actually holds its shape. Designed to give you greater softness without sacrificing safety. And, what is more, to stay soft while you wear it.

No Revealing Outlines

And who can appreciate better than you—those flat pressed ends that prevent revealing outlines! Or the extra protection of an exclusive safety center. Or the welcome choice of Regular, Junior, or Super Kotex to suit your own requirements.

With no other napkin can you count all these blessings, very personally yours.



Your choice of 3 sizes—
Regular, Junior and
Super Kotex

more women choose Kotex than all
other sanitary napkins



Very personally yours



The cares of problem days fade with the shoreline . . . and you're happy-go-lucky . . . completely at ease with the new, softer Kotex. For you see . . .

New Kotex is a marvel of comfort. Of cushioned softness that holds its shape, for safety such as you've always wanted. Yes . . .

Softer than ever before, Kotex is made to stay soft while you wear it. Gives you special, flat pressed ends that prevent revealing outlines. And adds an exclusive safety center, for your extra protection. Moreover . . .

Kotex provides you with the napkin best for you, because you may choose from Regular, Junior and Super Kotex; each designed for greater comfort, confidence . . . very personally yours.



More women choose Kotex*
than all other sanitary napkins





QUALITY CRAFTSMANSHIP STYLE

Forstmann
100% VIRGIN WOOL

This label identifies the finest wools in the world

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

Vintage Ad Service
Security Mark



How to get better results in home sewing!

It's the little details that "make" a dress! So when you're choosing a slide fastener, follow the practice of experts! They insist on Talon slide fasteners every time... for that's the only way to get a *special* fastener for each different closing need! What's more, Talon slide fasteners offer *time-tested* dependability and service!



For smooth-fitting dress plackets... choose the flexible Talon placket fastener. It drapes like the fabric itself, has a patented bridge top-stop to prevent creeping down or sticking at the top. **BLUE PACKAGE.**

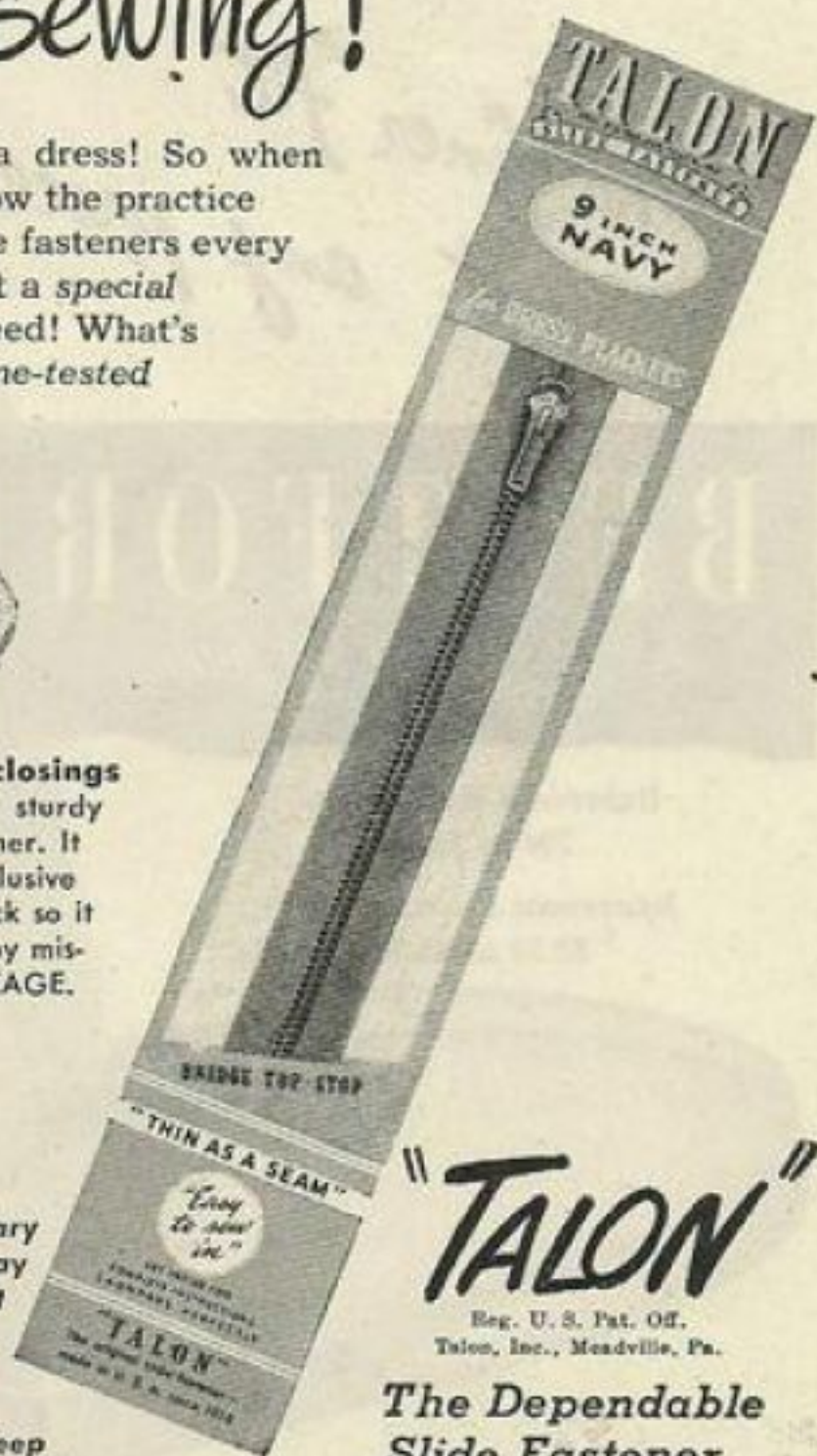


For tidy skirt closings... insist on the sturdy Talon skirt fastener. It features the exclusive automatic self-lock so it won't slip open by mistake. **ROSE PACKAGE.**



For dainty neckline closings... the "thin as a seam" Talon neckline fastener is just the thing! Trim, neat, wonderfully convenient. **ORANGE PACKAGE.**

Because of military demands, you may have difficulty at times in finding the particular Talon fastener you need. But keep trying! It's worth it!



"TALON"
Reg. U. S. Pat. Off.
Talon, Inc., Meadville, Pa.
**The Dependable
Slide Fastener**

AT NOTION COUNTERS EVERYWHERE

October 1945 Good Housekeeping

225



4 little lessons in how to be a star...



1 Pick the fabric that makes a hit. Van Heusen De Luxe Oxfordian is crafted with a plus... lustrous, silky, Sanforized, laundry-treated... to help you make a star impression everywhere you go.



2 Play up style. Van Heusen's four brilliant collar styles make a hit in every role you play. In order of appearance: long-point Collar, wide-spread Collar, ever-popular Business-collars and average-length Collar.



4 Test your performance. Van Heusen's laboratory previews fabrics, fit and performance, to guarantee long use quality. Don't let your dealer's S.R.O. sign the outrage you! Keep asking.

3 Look the part. Van Heusen Shirts are tailored by impression in the art of top box office styling. They get A-star reviews for smartness, tapered figure fit, custom-detailed seamanship, buttons that stay put.

Van Heusen



DELUXE OXFORDIAN
SHIRTS

PHILLIPS-JONES COPY, NEW YORK 3... MAKERS OF VAN HEUSEN SHIRTS, THE HUGO BOSS COMPANY, SYRACUSE, N.Y.

Sketched at the pier



The ALABAMA
In black or
brown calf.

THE QUEEN! She lies like a slim scimitar by her pier. This ship of ships. Men of affairs move swiftly down her gangplank, striding with all the bounce and energy of a middle-weight in training. Men of importance, men of action, going somewhere. They wear them: Wright Arch Preservers.

This year try Arch Preservers—the shoes that

- ★ provide the firm, natural support that eliminates foot fatigue
- ★ are superbly styled with built-in features to preserve that styling
- ★ let your feet walk naturally, tirelessly, and with rejoicing comfort
- ★ are easy to buy — consult classified directory for address of nearest Arch Preserver store, E. T. Wright & Company, Inc., Dept. N-10, Rockland, Mass.



For Women
Selby Shoe Co., Portsmouth, Ohio

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

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

KNOX

Foxhound



Famous Knox exclusive hat
for gentleman-sportsmen
style for today, in fine
lightweight felt. Know the Hatter,
Fifth Avenue, New York.
Now being shown
by your Knox dealer.



Robert Fordham



"HATS MADE SO FINE THAT ALL OTHERS MUST BE COMPARED TO THEM" CHARLES KNOX 1858

Chicago Air Service
Security Plans



the most wonderful
new yarn
and only
in sweaters by

Jantzen



only Jantzen has "Nylo-Fleece", because Jantzen invented it, the most wonderful new sweater yarn of all time... a partnership of quick-drying, magical nylon with the finest, softest Australian zephyr wool...making the most perfect sweaters imaginable and the best sweater values. They're soft and fine, yet long-wearing because of the nylon...they're luxurious and warm because of the wool...they're tailored the perfect Jantzen way in full sizes with double-rolled elastic-action no-sag neckbands, fine-ribbed sleeve and waistbands and ribbon-reinforced shoulder seams...they're all easily washable...

and they come in stunning new color-fast colors...7.95 to 11.95

...at most stores.



Jantzen-spun Nylo-Fleece
"manhattan" men's pullover 9.95
same styles in famous Jantzen
all-wool Feather Fleece
men's pullover 8.95
girls' cardigan 10.95, pullover 6.95

Jantzen-spun Nylo-Fleece
"promenade" girls'
cardigan 11.95
"favorite" short-sleeve
pullover 7.95

JANTZEN KNITTING MILLS, INC., PORTLAND 14, OREGON... AND BRANCH PLANTS ALL OVER THE WORLD



inspirations

FOR CHRISTMAS



There's a "Paris"* gift set for every male member of your family, one that will be used and appreciated the year 'round. Men prefer "Paris" too, so be certain to please with a brand that is his first choice.

The "Paris" Gift Sets—comfortable all-elastic "Paris Free-Swing" Suspenders—and smooth easy stretch "Paris" Garters in a wide variety of matching designs and colors—packed in smart gift package—priced from \$2.50 to \$6.50. . . . Other attractive "Paris" gifts from 55c to \$12.50—at better stores everywhere.

PARIS BELTS SUSPENDERS GARTERS

*Reg. U. S. Pat. Off. A product of A. Stein & Company, Chicago—New York—Los Angeles

Due to wartime shortage of pen repair parts

Take this Special Way to Guard Your Fine Pen

from pen-clogging, pen-corroding, rubber-rotting inks



INKS CAUSE ABOUT TWO-THIRDS OF THE PEN TROUBLES

- A. Many inks form gummy, pen-clogging deposits around feed and point.
- B. Inks strongly acid rot rubber parts such as sacs, diaphragms, or packing, depending on type of pen and ink.
- C. Such inks corrode brass metal parts of fountain pens, and also steel nibs of ordinary steel pens.
- D. Sediment in many inks clogs feed channel, shutting off the flow.



Empty Today and fill with Parker Quink

the pen-cleaning, pen-protecting ink containing solv-x

This magic new ingredient—solv-x—makes Quink an Ink which dissolves gum and sediment, *cleans a pen as it writes*—a Parker or ANY OTHER pen! Checks corrosion and rubber rot!

You may be badly, sadly, out of luck if your fine pen fails during wartime. Every day it's harder to get rubber and metal replacement parts. Yet now comes a simple way to protect your pen from attacks that cause about two-thirds of the pen troubles.

Just empty your pen today and fill it with Parker Quink—the brilliant new ink containing solv-x—a magic pen-cleaning ink ingredient developed by the chemists of The Parker Pen Company, world's leading pen experts. By adding solv-x, Parker has made Quink an Ink that *CLEANS YOUR PEN AS YOU WRITE*—a Parker or ANY OTHER pen.

Thus Quink dissolves the sediment and gummy deposits formed in your pen by pen-clogging inks. This keeps the point

and feed channel clean as a whistle—makes your pen write like a charm. Not only that, but Quink checks corrosion and rubber rot caused by inks strongly acid.

And mind you, unlike many inks, Parker Quink works to perfection with RETRA pens as well as FOUNTAIN pens. This added convenience makes it a favorite for office use as well as *personal* use.

Brief summary printed at the left tells why Parker Quink is a *better writing ink by every standard*.

It's easy to get Parker Quink for only 15¢ at any store selling ink. Start guarding your fine pen today by filling it with Quink containing solv-x. Don't wait till your pen is down and out.

The Parker Pen Co., Dept. L-R, Janesville, Wis.

How Quink Excels

1. Contains solv-x—cleans a pen as it writes.
2. Quink dries 37% quicker than average of four others, yet it does *not* dry in pen. Rich, brilliant, full-bodied—never watery, or gummy.
3. Works like a charm with both RETRA pens and FOUNTAIN pens. Here's a vast improvement and new convenience!
4. PERMANENT Quink, for permanent records and all documentary use, is as permanent as the paper! Its colors most popular* it equals or exceeds U. S. Gov't specifications in 8 major ways.
5. WASHABLE Quink, the safe ink for home and school, washes out without a trace.
6. Quink checks corrosion and rubber rot.



15¢, 25¢, 50¢

QUINK IS MADE BY THE MASTERS OF THE FAMOUS PARKER PENS—AND IT MAKES MY WRITING LOOK SO ATTRACTIVE!



7 COLORS
BLACK BLUE BLACK ROYAL BLUE GREEN VIOLET BROWN RED

Make his Christmas Merry with Knox "Tom 'n' Jerry"

... in these 3 simple steps



1. For any time your beloved Knox has any gift-wrapped, use Knox "Tom 'n' Jerry" Mince Jam or Jelly in a jar. Gift Certificates come out to him, to be wrapped up for you. It's Knox's gift.



2. For any Christmas morning, try having breakfast with a side of Knox "Tom 'n' Jerry" Mince Jam on toast. The gift will be yours. Gift Certificates for the Knox jam to arrive.



3. For any gift-wrapped gift, Knox's gift-wrapped gift will be yours. Gift Certificates for Knox jam will be yours. It's yours and yours. The gift-wrapped gift will be yours. It's yours.



Knox "Tom 'n' Jerry"
\$1.00

Why not be the one who gives and
be remembered for it? Christmas 1959

KNOX

Knox Tea House - 412 Fifth Avenue - New York

Gift Certificates Issued by Your Knox Dealer

Make his Christmas Merry with Knox "Tom 'n' Jerry"

... in these 3 simple steps



1. For any time your beloved Knox has long left merrily, mix your "Tom 'n' Jerry" Mince Jam with the Knox Gift Certificate, wrap up in his, to be presented you yourself. It's that easy!



2. For any Christmas morning, by sending your beloved a wonderful "Tom 'n' Jerry" Mince Jam, you make the table talk and give Gift Certificates for the Knox jam he wishes.



3. For any the most-cherished gift Certificate of this day, the Knox Gift Certificate for Knox Jam that is worth as its price and makes the recipient feel loved and perfectly happy.

Knox "Tom 'n' Jerry"
Mince Jam



Why write to us? We'll take all orders and
be returned to you. Christmas 1959

KNOX

Knox Tea House - 412 Fifth Avenue - New York

Gift Certificates Issued by Your Knox Dealer

Men who KNOW, buy

Reliance **BIG YANKS**

... Famous for Long Wear,
Good Looks, Honest Value!



CHECK THESE GREAT FEATURES!

- ✔ "DANGER-CHECK" SAFETY SLEEVES
Patented; guard against accidents
- ✔ PATENTED CIGARETTE POCKET
Protects cigarettes or watch
- ✔ REINFORCED CROTCH
For comfort, durability
- ✔ PATENTED "ELBOW-ACTION" DESIGN
Allows full elbow freedom
- ✔ THREAD-RIVETED NON-RIP SEAMS
Extra strong for extra wear
- ✔ PATENTED STRAINPROOF YOKE
Adds 50% greater strength
- ✔ SANFORIZED WASHABLE FABRIC.
Shrinkage less than 1%

● When buying work-wear, men who *know* rely on Reliance Big Yanks! *In fact, independent survey shows more men buy Big Yank Work Shirts than any other single brand, bar none!* Smartly-styled Big Yanks wear longer, give extra comfort, outstanding value! Featured in limited quantities at leading stores everywhere . . . in sturdy twills, coverts and jeans. Reliance Manufacturing Co., 212 W. Monroe St., Chicago 6; 200 Fifth Ave., New York 10.

Look for
this Label!





PLAIDS, LADS!

...and some checks you'll gladly endorse!



ARROW
—→
PLAIDS
^{IN}
CHECKS

The square spots you see before your eyes are cause for rejoicing. For Arrow Plaids 'n Checks are white-hot style today!

These high-flying sports shirts furnish a real "kick" to your wardrobe in cottons, in rayons, and in interesting blends. They're just the ticket for every man's hours away from the desk.

WARRANTED as your own two hands. Priced at \$5.00 and up (subject to change by government regulation). Cluett, Peabody & Co., Inc.

Remarkable development—Kasmir Finish:

THEY LOOK AND FEEL LIKE \$10 HATS BUT COST ONLY \$7⁵⁰



CHAMP "DASH"—smart and youthful



CHAMP "DIPLOMAT"—for the executive



CHAMP "B-17"—for the man-about-town



FEATHERWEIGHT-CHAMP—weight: only 2 ozs.

For years, now, \$10 has been a pretty standard price for a good man's hat.

But right now, most men have fewer \$10 bills to throw around than just a few years ago. Yet a lot of them need new hats—to keep up that successful appearance.

If you'd like a new hat—and a healthy piece of change out of a \$10 bill—look around for a Champ Hat dealer. Ask him to show you the new Champ Hats for fall.

Look them over critically. Feel the

quality of their exclusive Kasmir Finish. Notice their smart styling, their fine "feel," their luxurious lining.

You don't have to pay \$15 for these hats. You don't have to pay \$12.50 or even \$10. Their price is only \$7.50.

How does Champ do it? By concentrating on \$7.50 hats, Champ is the largest producer of nationally advertised \$7.50 hats in the world.

You can't go wrong with a Champ Hat.

CHAMP HATS

THE \$7⁵⁰ 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.

NATIONAL HAT
WEEK, OCTOBER
3rd TO 9th

FORSTMANN WOOLLEN COMPANY

QUALITY CRAFTSMANSHIP STYLE



Look for this label... it identifies
the finest wools in the world



DISTRIBUTED BY AMALGAMATED TEXTILES LTD.
NEW YORK CITY



For perfect fit

DEPEND ON

No-Mend[®]

BEAUTIFUL STOCKINGS

In Famous 5^{*}
Proportioned Leg Types

Designed by Teal



Slack-ees

The Pantie-Girdle PLUS...
and the plus is a hidden
Freedom Feature—the open crotch!
Designed in new light materials
for active young moderns
who balk at needless bulk,
unnecessary undressings and
wear-it-once-and-wash-it drudgery.
Only Slack-ees has an open crotch—
so Slack-ees is the one and only
pantie-girdle for sleek lines,
supple comfort and time-saving,
fuss-saving convenience.

At the best stores in town.
or write Slack-ees Inc.,
44 East 32nd Street, New York 10.



This is Slack-ees' patented
open crotch,
the comfortable, convenient
Freedom Feature!

PINCH
PINCH
PINCH

extra pennies, nickels, dimes

with **QUALITY UNDIES** of *Spun-lo*

Yes, these are penny-pinching times! Time to buy panties, slips and gowns of Spun-lo! This quality rayon fabric saves you money in two ways. First—Spun-lo undies cost so little to start with. Second—they wear and wear and wear. And you'll love the caressing softness of Spun-lo fabric—the way it stretches and springs back with every motion. Keeps in smooth shape—with no ironing. No underwear was ever nicer to you and your budget.

ALWAYS LOOK
FOR THIS LABEL



IT MEANS EXTRA VALUE FOR YOU



Perfectly SUIT-ed...for keeps!



Balanced Tailoring makes Timely  Clothes look better...longer

Write for your **FREE** copy of our new 28 page illustrated booklet
"How to Choose Clothes to Improve Your Appearance."
Address Dept. 11, Timely Clothes, Rochester 2, New York.

From the day you say "I'll take it"...to the very last wearing, Balanced Tailoring keeps your Timely Clothes in trim. The formula? Luxurious hand needlework for natural, shapely lines...balanced with essential machine sewing to hold these lines for keeps - our own scientific technique that keeps Timely Clothes looking new seasons longer. Makes your dollars go further, too! Moderately priced - at fine stores everywhere.



high scoring stripes by **Van Heusen**



O You're a Big League in those colorful Spring stripes by Van Heusen... every one bats a thousand for good looks! • Van Heusen quality is in those pitching too! Fabrics and tailoring are laboratory tested... tested, pulled, pounded, pressed, dried, even ultra-violet-rayed to prove they'll give you tops in wear, comfort and style. Satisfaction—a new one too if a Van Heusen Shirt ever shrinks out of size!

Phillips-Jones Corp., New York 1, N. Y.

VAN HEUSEN SHIRTS • TIES • PAJAMAS • COLLARS • SPORTSWEAR



EVEN IF CARTER'S
WEREN'T MY FAVORITE
INKS I'D BUY THEM
FOR THE GAY
"STYLE PARADE"
OF THEIR BOTTLES

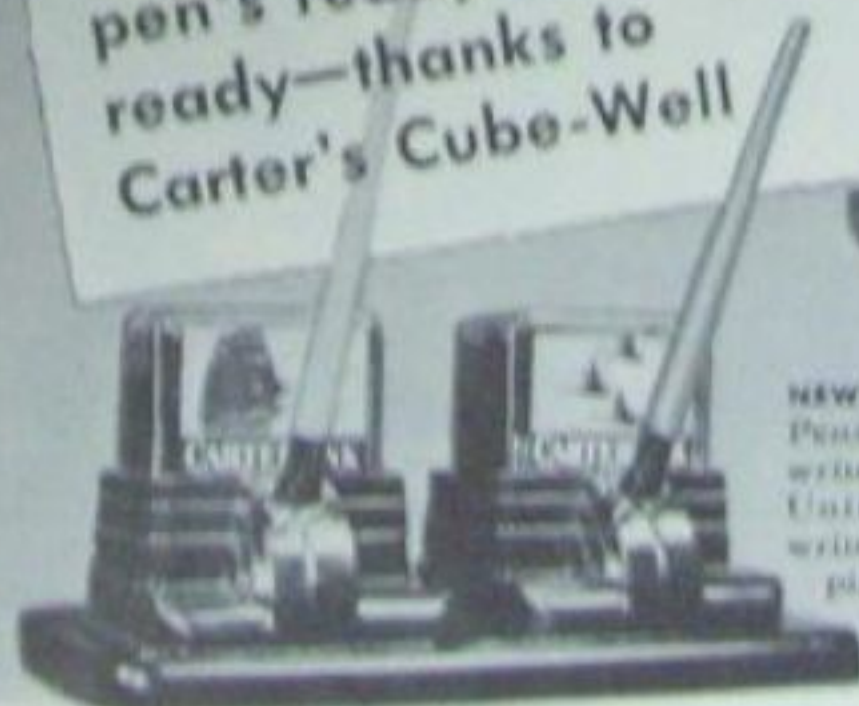


NEW... and an immediate
Hit! Carter's Streamlined
Ovals of "American Blue"
—an entirely new INK, of
a rich sapphire color, and
packaged in the mood of
the times.

*Wide-mouthed bottles for
easy dipping and filling.*

"Most for Your
Money in INK"—
that's what every-
body is saying about
Carter's famous
full-sized "Cubes"
at only a dime. Gay, colorful labels for
Midnight (Blue, Blue-Black, and Black),
Washable Blue and Black, and the popu-
lar "Sunset" Colors... Green, Red,
Purple, and Brown.

I was fed up with desk pens
that always had to be
coaxed—but now my
pen's ready when I'm
ready—thanks to
Carter's Cube-Well



NEW—Carter's Cube-Well...
Pens are instantly ready to
write when you want them.
Unique "Reservoir Nibs"
write paragraphs at one dip-
ping. In single and Duplex
models. 89¢ to \$2.50

*Cube-Well Refills are standard
and 10¢. Cubes, Extra-Large
Cubes 15¢ and 35¢. "American
Blue" Ovals are 15¢.*

CARTER'S INK



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



GET **City Club** AND

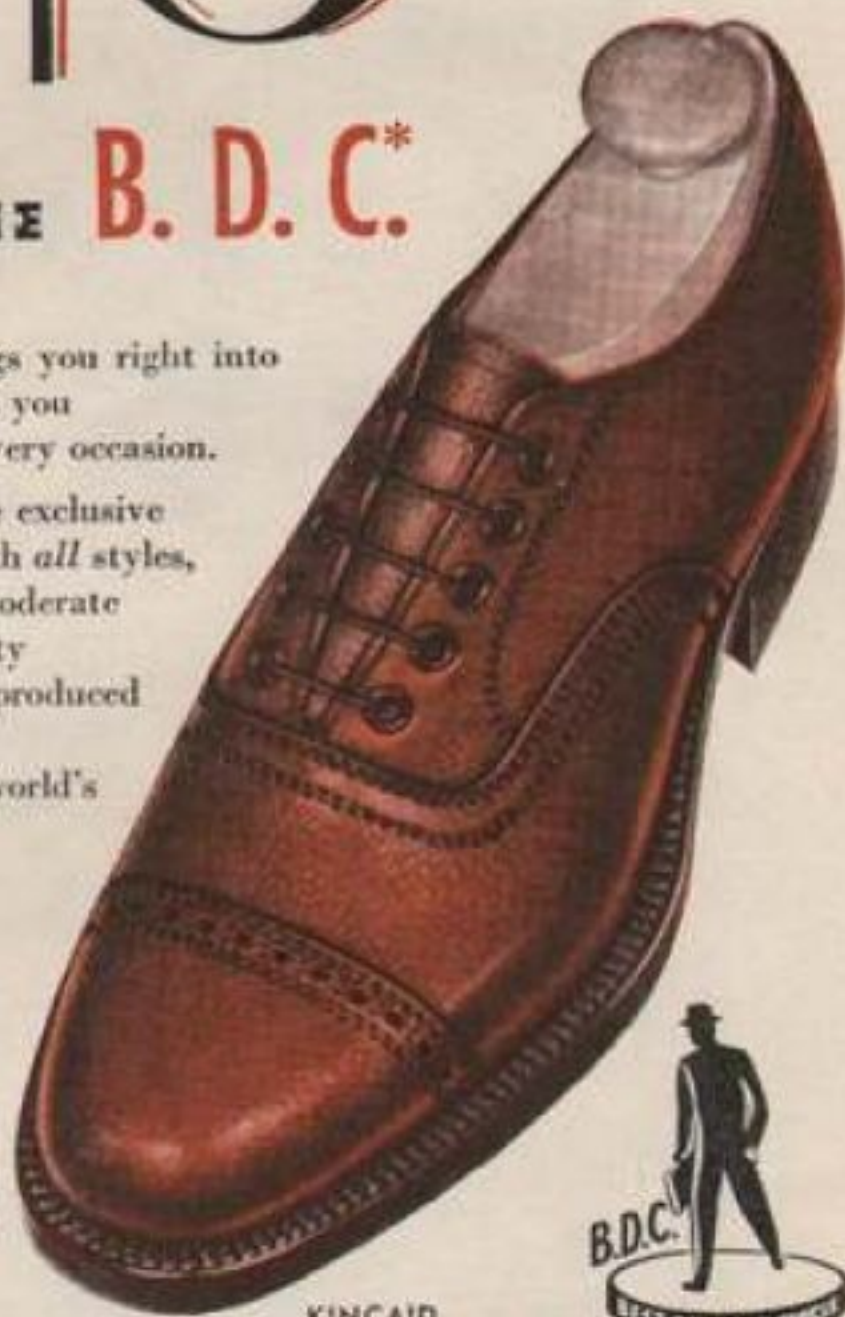
MOVE IN THE **B. D. C.***

THE CITY CLUB SHOE brings you right into the *Best Dressed Circle*. Makes you look right... feel right... for every occasion.

With some styles you get the exclusive Luxury Tred Construction. With *all* styles, you get outstanding value at moderate prices, made possible by quantity production. For CITY CLUB is produced by Peters, famous division of International Shoe Company, world's largest shoemakers.

Insist on CITY CLUB and move in the *Best Dressed Circle*... confident, comfortable, correct! Moderately priced.

Also CLASTON SHOES
at lower prices



KINCAID



City Club

DISTINCTIVE SHOES FOR MEN

Ask your shoe dealer or write

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

BUR-MIL[®]

RAYON
FAILLÉ CREPE



At Home with Elegance—BUR-MIL, rayon faille crepe in a hostess fashion of unusual charm for holiday entertaining.

Featured by David Bonick, New York; The Blue Store, Philadelphia; and Bullock's Windows, Los Angeles.

Burlington Mills



BURLINGTON MILLS CORPORATION OF NEW YORK, 430 SEVENTH AVENUE, NEW YORK 1, N. Y.



everybody...everywhere

needs smart dependable

Alligator Rainwear



Let the best name in rainwear be your guide when buying a new coat. Whichever of the many Alligators you choose, you *know* you're getting tried and true quality; sensible, becoming styling; dependable protection; honest value! And because Alligators are so versatile, you'll wear yours practically every day! Your Alligator will be your favorite coat—get it now at your favorite store. The Alligator Company, St. Louis, New York, Los Angeles.



SURAIN Gabardine
a wonderful value

\$27⁵⁰

Amazing new full-bodied blend of 40% wool, 60% rayon.
Other Alligator Rainwear \$7.50 to \$53.50.

Surain Trench Model \$34.50. Other Trench Models \$13.50 to \$53.50

BETTER DEALERS FEATURE:

ALLIGATOR

Rainwear

because... IT'S SURE TO RAIN!



HOW AMERICA SHAPES UP

It's a modern-day miracle that *one* manufacturer can give you... and you... and millions of women perfect giraffe fit, without any alterations. Today, the trained fitter picks the perfect Flexees for you as quickly as she sizes up your figure.

Why millions of women can have PERFECT foundation fit

Flexees, makers of the world's loveliest foundations, discovered that you, and 92.5% of all women, are one of 7 basic figure types. And Flexees creates 170 foundation styles to fit you. You can be 5'1... 5'10... 5'5. You can weigh 100 or 180... or anywhere in between. You can be taller, shorter, slimmer, heavier. There's a Flexees to fit and flatter you... in perfect comfort, for perfect control. From a low \$5 to a moderate \$18.50. And for true bosom beauty there is a Flexette bra, made by Flexees, for every figure type and fashion need. Soon... now... today... treat yourself to a Flexees figure!

At department stores, specialty shops and corsetiers



THE GRECIAN FIGURE

... with balanced proportions of waist, bosom, hips.

THE RENAISSANCE FIGURE

... with lovely arched bosom, curved hips.



THE PARISIENNE FIGURE

... with a full curved bosom, curved, medium hips.

THE EGYPTIAN FIGURE

... full feminine bosom, straight hips, waist.

THE EMPIRE FIGURE

... with high bosom, high waistline.

THE MOYENAGE FIGURE

... with a long waistline.

THE DEBUTANTE FIGURE

... with full, slender curves.

FLEXEES' 7 BASIC FIGURE TYPES

world's loveliest foundations

Send for your Flexees tape measure and booklet: Which of the Lucky 7 Are You? Write to Dept. L, Flexees Inc., 417 Fifth Avenue, New York 16, N. Y.

America's Most Famous Coat



Look

for the Man in the

ALPACUNA*

You know him. He's that very well-dressed fellow you pass so frequently on the street . . . that close friend whose well-dressed appearance makes you wonder how he does it on his salary. You can't miss him . . . the man in an Alpacuna* is a standout in any crowd!



*ALPACUNA, a registered trademark, is not to be construed as describing fiber content. Contains no vicuna.

ALPACUNA* Imperial TOPCOAT . . . \$50

Shetlands, Tweeds, Herringbones, Cheviots, Saxons and the time-tested Alpaca-wool-and-mohair blend . . . in a great collection of patterns and colors.

ALPACUNA* Campaigner TOPCOAT . \$55

Fine Venetian Coverts, Glen Plaids and Tweeds. All the new Fall patterns and colors.

ALPACUNA* Campaigner OVERCOAT \$55

A soft, warm blend of Alpaca, mohair and virgin wool, expertly loomed on a long staple cotton back.

At Leading Clothiers and Department Stores

MADE IN PHILADELPHIA BY JACOB SIEGEL COMPANY

America's Leading Outercoat Makers



ARTCRAFT

Stockings of Elegance

Vintage All Services
Security Plans



Most men remember a favorite suit that wore particularly well, that did something for their spirits as well as for their appearance. A surprisingly large number of those suits were made by Hart Schaffner & Marx as millions of men will testify. It will pay you to insist on the Hart Schaffner & Marx Trompeter® label . . . a small thing to look for, a big thing to find. It is your passport to that pleasant state of self-assurance that goes with being well-dressed.



Trompeter

Label in London inspired railways, the youthful Palette Time Dispatch. In single or double breast models.

HART SCHAFFNER & MARX



eyes are on
Kayser gloves

... FOR GOOD AND FITTING REASONS

KAYSER HOSIERY • UNDERTHINGS • GLOVES • LINGERIE

PROBLEM: Pick The Men Who Are "Going Places"...



SOLUTION: Carefully study the big photograph above, and you'll see that *good appearance* counts plenty! The boss has his eye out for worthy men. Why take a chance with work clothes that don't match your ability? Try on a Lee Overall, Union-All, or Shirt & Pants Outfit. They not only look better, but Lee "Tailored-Sizes" give you better fit, more comfort. They wear longer, too, or your money back! See your nearest Lee dealer!

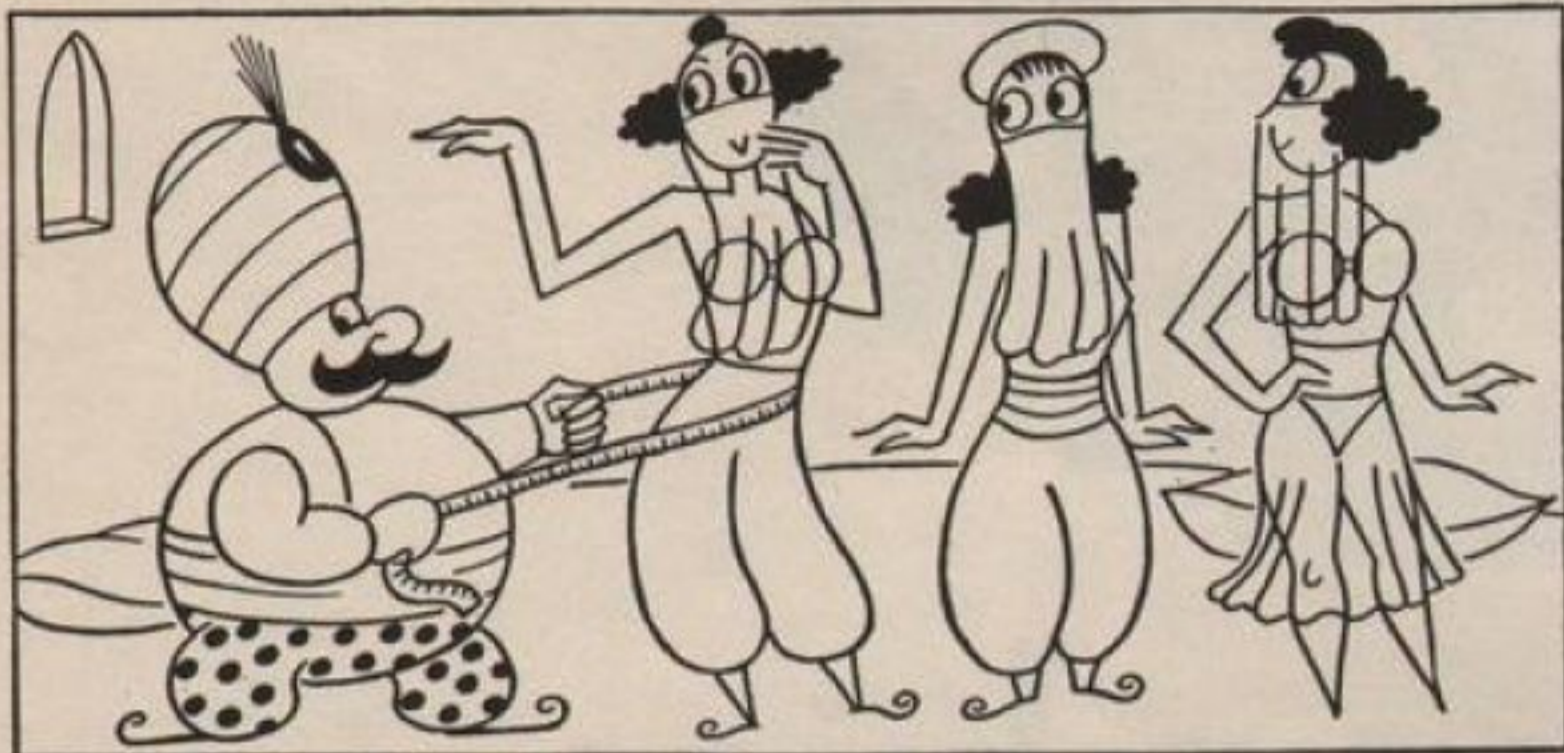
THE LARGEST-SELLING LINE OF ITS KIND IN AMERICA!

Lee
UNION-MADE
America's Favorite Clothes for Men of Action!

**MATCHED SHIRTS & PANTS
UNION-ALLS - OVERALLS
WHIPCORDS - DUNGAREES**

THE SULTAN LOOKS AT CROWN ZIPPERS

by O. SOGLOW



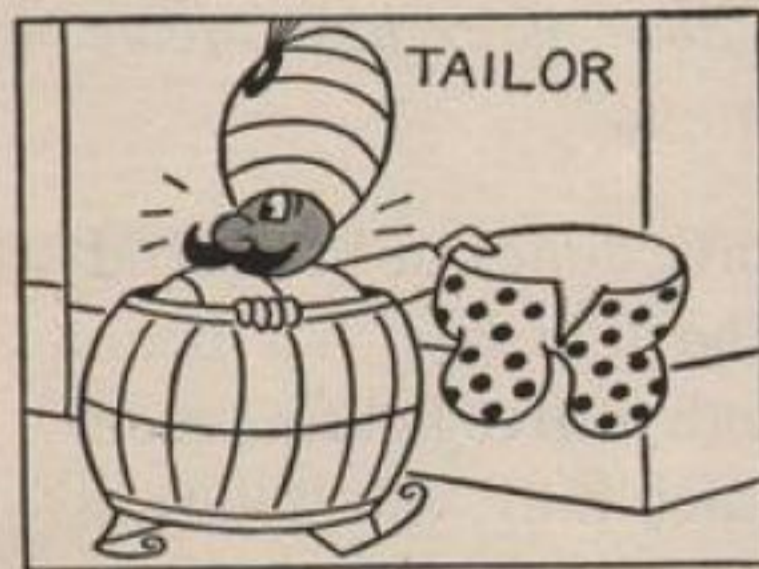
1. **HEARS** that the Crown people now make a zipper that actually slides freely around sharp curves—measures his subjects for possible postwar applications.



2. **CALLS** on dentist to find out if the principle behind Crown's exclusive die-casting process (molds zipper teeth right on tape) can be applied to his own teeth.



3. **ORDERS** all postwar luggage equipped with the sensational new "double-acting" Crown Zipper that permits two sliders on one track, opens at any given point.



4. **RUNS** to his tailor's following an embarrassing experience with an old-style, conventional zipper. Instructs tailor to make all future trousers with Crown Zippers, which won't lock open.



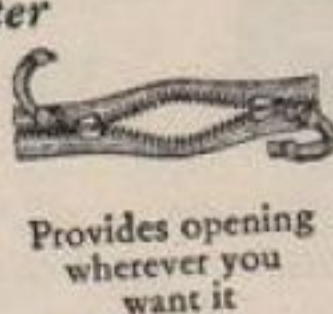
5. **DREAMS** of the day the war is over and Crown engineers—fresh from their experience in redesigning hundreds of military items—can sit down with his own designers to solve peacetime zipper problems.



Member of the J. & P. Coats • Clark's **ONT** Family

CROWN ZIPPERS

are 5 ways better



FOR FALL
Arrow Classics

shirt styles come, shirt styles go. A few solid favorites—hardly perennials—remain high in the favor of well-groomed men. Around these classics, men like to build their wardrobes. Here they are . . .



at Boston Boulevard's Best Club

Here is one of the finest pastel shirts ever made by Arrow: Arrow's *Frontier*. Available in 17 rich shades—brooch/belt as ordered, \$1.95. Arrow "Satanwood" tie and handkerchief harmonizing with the shirt.



at your local Arrow dealer's

Here is another Arrow's *Frontier* with the wide-spread Tuxedo collar in light grey. Notice the Arrow's solid color brooch/belt \$1., a striking *Island* beauty \$2., and the classic *posley*, \$1.50.



at a Restaurant House

Here is America's most popular white shirt, far and away! It's Arrow *Direct*, featuring the non-wild collar, standard points. Quality brooch/belt, \$3.65. Tie: that ever-popular classic—Arrow *polka dots*, \$1.50.



at your local Arrow dealer's

Here are the stripes well-dressed men favor. Arrow *Candy Stripe* with the flawless wide-spread collar! \$3.65. Styled to go with the shirt are these Arrow ties—a neat *Island* and a bold *printed* suit, \$1.50.



at Park Avenue, New York

Here is another Arrow *Candy Stripe* shirt. This time the collar is Arrow *Kiss*, with short, spread points in Arrow's "non-wild" construction, \$3.65. Tie: Arrow *dark-mustard Charvet*, \$1.50.



at every local Arrow dealer's

Here is Arrow's *Enclave* shirt in one of five solid colors available in brooch/belt. Collar: Arrow *Wave*, low neckband, long points, \$3.65. Tie: Arrow all-silk *regg*, \$2.00. The crisp handkerchief \$1.

NOTE: All Arrow shirts boast not only the world's best-looking collars, but the body-repined fit (curves made-made) and are guaranteed fabric shrinkage less than 1%.

ARROW SHIRTS

Clare, Peabody & Co., Inc., Makers of Arrow Shirts • Ties
 Handkerchiefs • Underwear • Sports Shirts

SPORTSHIRTS

by *Manhattan*

\$5⁰⁰

THE MARK OF QUALITY SINCE 1837

Other Sportshirts \$7.65 to \$11.00



How to win compliments on your home sewing!

Take advantage of those important little "tricks of the trade" to give your home sewing that coveted "professional" look! For instance—in finishing a dress placket, use the Talon slide fastener designed specifically for gap-proof, smooth-fitting dress closures. It drapes as gracefully as the fabric itself, is easy to sew in, convenient to use. Best of all, it's *always* dependable! It won't slip open or stick at the top because it has a patented bridge top-stop! Just follow the instructions in the BLUE package.



FOR SKIRT PLACKETS

... choose the sturdy Talon fastener with automatic self-lock, in the ROSE package.

FOR NECKLINES

... look for the dainty, ribbon-slim Talon fastener in the ORANGE package.

TALON

Reg. U. S. Pat. Off.
Talon, Inc.

The Quality Slide Fastener

AT NOTION COUNTERS EVERYWHERE

Under visor or brim



B-176
*Express Black Calf, for
naval officer or business
man, Parade Last.*



B-177
*Express White Buckskin,
The correct white shoe of
today and in the world,
Parade Last.*



B-174
*Army Casual Brown,
Full leather build, Air
Last.*

At naval base or business office, these new Roblee® service styles get the nod from men who know appearance counts. They have the trim lines of an aircraft carrier, the quality of a PT boat, and they're as honest as fine shoemaking and fine leather can make them. They have the day-long comfort these busy days demand. Whether you're wearing Navy Blue or Bankers' Grey, these shoes are meant for you. Brown Shoe Company, St. Louis.

\$600 to \$800

Some special styles slightly higher

Longer life for your shoes. Conservation of shoes is a direct aid to the war effort because leather is an essential war material. Following these simple rules will add miles and months to the life of your shoes.

Polish Regularly. Polish restores wear and sets which preserve leather. **Use Tars.** Shoes must keep shoes in original shape. **Alternate Pairs.** Give shoes a rest after each day of wear. **Use a Shoehorn.** Shoes put on with the aid of a shoehorn won't stretch and gap at the heel. **Keep Heels Straight.** Run down heels tend to twist the entire shoe out of shape. **Dry Wet Shoes Naturally.** Drying wet shoes over a radiator or in the sun cracks and ruins the leather.

Roblee

Special Service
Vintage Ad Services
Security Mark

BACK TO SCHOOL — BACK TO WORK

— both bright as a new dime
thanks to PHILLIPS!



Our Doctor said Double-Action Phillips' is the ideal laxative-antacid for both

Look at them go this morning! Bright and fresh—on top of the world! That's because last night they needed and took Phillips' Milk of Magnesia in water.

They slept soundly—undisturbed by the discomforts of acid stomach upset. And this morning they awoke to gentle, effective relief from sluggishness. Overnight, Phillips' acts 2 ways:

1. As an acid stomach alkalizer, Phillips' is one of the fastest, most effective known.
2. As a laxative, gentle Phillips' can be taken any time without thought of embarrassing urgency. Caution: Use only as directed.

The big 50¢ size contains three times as much as the 25¢ bottle. Genuine Phillips' Milk of Magnesia is also available in handy tablet form; 25¢ a box, less than 1¢ a tablet. Get Phillips' today.



PHILLIPS'

MILK OF MAGNESIA

Liquid or Tablets

*This Week
Sept 29, 1945*



ALL THE STYLES THERE EVER WERE!

Sure, the frills and tricky pre-war patterns are out. And rightly so! Footwear needs of fighting men come first! Even so . . . you'll find Bostonian shoe windows filled with exciting news in men's Fall footwear.

Rugged two-listed grains, plump, soft-feeling tweed leathers, smooth sleek calfskins, shell cordovans and handsome pigskins! All in cheerful, hand-rubbed finishes to brighten men's spirits, complement Fall clothing.

Look above . . . and you'll see about every style a man could want. Smart quarter-brogues, wing tips, plain toes, moccasin fronts -- all superbly styled in the best of good taste -- each pair skillfully lasted to fit right . . . feel right in action!

Step into the store in your city that sells Walk-Fitted Bostonians . . . step out in style with months and miles of comfortable service ahead! Bostonian Shoes, Whitman, Mass.

Bostonians

FIT RIGHT • FEEL RIGHT



THEY'RE WALK-FITTED



The difference in price between a cheap suit and one by Hart Schaffner & Marx might finance an evening's entertainment. But what a doubtful economy! While the cheap suit would be living out its undistinguished life, the one with the Trumpeter* label could be giving you that feeling of comfortable confidence that comes from being really well dressed.



The gentleman above is wearing the popular Ranch model in Marine Blue, priced at \$59.95.

HART SCHAFFNER & MARX

Don't "Shop Around" for Corset Comfort



Mrs. Alma Ruppel
of Pennsylvania

*Consult Your
Charis Corsetiere
AT HOME*



Lightweight All-In-One for average figures.
Step-in design.

THE simplest—and surest—way to avoid inconvenience and uncertainty in corset selection is to consult your Charis Corsetiere—at home.

Perhaps no one has been able to show you the exact model you should wear, for comfort and to

exclusive method of figure study and model selection, plus the constant, professional attention of the Charis Corsetiere, will solve your particular figure problem, once and for all. That is why Charis is the only foundation garment sold with the unconditional, money-back guarantee reproduced below.



Charis Pull-on Girdle.
A light girdle for youthful figures.

CHARIS

The Only Foundation Garment Sold With This
UNCONDITIONAL GUARANTEE

If, for any reason, the wearer is not entirely satisfied with her purchase during the first 30 days following delivery of the garment, the purchase price in full, in exchange for the garment, will be promptly and cheerfully returned. If, during or after expiration of the 30 day guarantee, any portion of the garment should prove defective, the faulty part will be replaced free of charge.

give you smooth, youthful lines. Many women have this difficulty.

Like Mrs. Alma Ruppel, who has served her satisfied Charis clientele for 10 years, your Charis Corsetiere employs a method of figure study and model selection that is different from any other. It shows exactly how much control or support you need and the type of garment that will provide it. The unusual variety of models in the Charis line makes it easy to select the ideal garment for your requirements.

Charis designers know, from long experience, that this

Don't "shop around" for corset comfort. Consult your Charis Corsetiere—either by telephone at the Charis Establishment listed under Charis, or by mail at the address below.

Prices start at
\$2.95
Slightly higher
on West Coast



Special, concealed lace model designed for narrow-hipped figures.

CHARIS

CHARIS CORPORATION, ALLENTOWN, PA.
Member of the Foundation Garment Institute of America, Inc.
CHARIS LTD., NEW TORONTO, CANADA

THERE... and HERE



EUROPE—Over there, one of the horror stories tells us, the peoples of subjugated nations are to be deprived of certain parts of Vitamin B-Complex. If this were done, a few soldiers could probably keep a whole country in control. Because a man without enough of those food substances is lacking in ambition or resistance.

AMERICA—Over here, at the same time, our government, co-operating with nutrition experts and scientists, was working out ways to supply extra quantities of those very vitamins to millions of us who need them to help keep us alert and healthy and free! What a contrast!

By giving you "Enriched Bread," said our government, the bakers would be rendering a real public service. And what is "Enriched Bread"? It is the same fine white bread you have been getting—same taste, color, texture—but with two important parts of Vitamin B-Complex, plus iron, ADDED to it.

Fleischmann was all ready with a new yeast from which "Enriched Bread" could be made—*Fleischmann's Enriched Hi-B₁ Yeast*.

Fleischmann had the technical staff of bakery experts to aid the baker where he needed help.

Fleischmann's distribution system was ready to take the new yeast to bakers.

Right today, *hundreds* of bakers are making and selling

Enriched Bread. Already, over one billion loaves of it have come out of America's bakeshops.

As a consumer you don't need to concern yourself about the technical details of Fleischmann's Enriched Yeast and what it does for you. You are welcome to these details, but, better yet, you can assure yourself that you are getting the benefit Fleischmann's Enriched Yeast can give you by eating the Enriched Bread containing it.

America wants its citizens alert, free, strong and calm. Fleischmann and the Baking Industry are happy to find themselves in a position to contribute to America's strength. And such an advance in nutritional knowledge is a *permanent* thing—a benefit to the nation for all time to come.



BUY BAKERS' BREAD

All modern bakers' bread is rich in nourishment, delicious, economical. And the new Enriched Bread, now made by many bakers, provides all the nourishing, wholesome qualities of white bread, plus an extra supply of two important members of the Vitamin B-Complex (including VITAMIN B₁), and iron.

Fleischmann's Enriched Hi-B₁ Yeast



The Council on Foods and Nutrition of the American Medical Association considers the Enrichment of bread a major contribution to its long-standing program of improving the nutritive value of the American diet, and the use of its Seal in this advertisement means that all the statements made here are acceptable to it.

Beauty and Poise



\$6

Some styles slightly higher



Know the thrill of walking, working or having a wonderful time in NATURAL POISE shoes . . . so flawless in fit they feel made to measure . . . so flattering, fashionable and dressy you feel at ease anywhere.



WOHL SHOE COMPANY • SAINT LOUIS, MISSOURI

"Lasso" Boots to wear OVER shoes!

"Sufferin' Snakes! It's made of rubber!"

NO WONDER he's bemused . . . these new rubber boots *do* look just like real cowboy boots!

CALF-SKIN and "tooled" leaf pattern are faithfully simulated — (thanks to the patented Textran process!)

SUPPLE!—Lasso Boots by B. F. Goodrich pull on smoothly and easily . . .

HEEL HEIGHTS—there's a boot heel to fit any shoe heel—"spikes," "cubans" or the flattest of "flats"!

IF YOU'RE A SWAGGER TYPE—then "Lasso" Boots were made for you!



Lasso Boot by
B. F. Goodrich



2 SMART NEW BOOT STYLES
BY **B.F. Goodrich** WATERTOWN, MASS.

"Military Boots" that go OVER your shoes!

EASY ON! EASY OFF! No tugging or hauling! —the new Military Boots by B. F. Goodrich slip on in a flash!

NEAT FIT FOR ANY SHOE . . . choice of heel heights for everything, from "spike" heeled evening sandals to cuban-heeled street shoes and even saddle oxfords!

EQUALLY NEAT with formal clothes or campus casuals. . .

THE "MILITARY" RATES—whether it's boots or dates!



Military Boot by
B. F. Goodrich





DENTONS

KEEP CHILDREN SNUG AND WARM

GOING TO BED is fun when bed-time means Denton-time. Youngsters love the cozy warmth of Dentons. Mothers enjoy a sound night's sleep, knowing the children are protected, even if bed-covers are thrown off.

Denton Fabric is made of 97% unbleached cotton, which is very warm (each fibre being covered with a natural waxy coating that does not absorb moisture), and 3% soft, virgin wool. The loose spun yarn, knit in an open stitch, together with the wool, carries off perspiration slowly, keeping the wearer dry and warm.

Dentons are economical because durable. Using long-staple cotton makes an unusually strong fabric. Flexible rubber buttons; stout button-holes; strong flat seams. All Dentons have our patented, tailored, extra-heavy romper feet; and extra-full drop seat, Dentons stand repeated washings.

Soft-Knit Dentons are not made in colors. No Dyes or chemicals are used. There is nothing that can irritate the child's tender skin.

Regular (Light Gray) Dentons: One-piece style, sizes 0 to 2 button down back; sizes 3 to 14 button down front. Two-piece, sizes 0 to 5, button entirely around waist; for infants who need frequent changing.

De Luxe (Cream White) Dentons show an attractive honeycomb stitch on the outside and are very soft and smooth inside. New One-piece style, sizes 3 to 14. Two-piece, sizes 0 to 5. We also make

DENTONS FOR MEN AND WOMEN

In two styles and many sizes. Also Denton Baby Bags and Sleeping Hoods.

Identify Genuine Dentons by trade-mark tag, and name on neck hanger. If your Department Store, or Baby Shop, does not have Genuine Dentons . . . write us.

DENTON SLEEPING GARMENT MILLS, Inc.
Centreville, Michigan



• (above) New De Luxe Dentons, sizes 3 to 14, Waist-tie belt, rib-knit wristlets and anklets, bloused legs.

• (at left) Regular Denton, sizes 0 to 2.

Dentons made and distributed in Canada by Mercury Mills, Ltd., Hamilton, Ontario.

Signet takes the adventurous spirit of the Wild West in a group of colorful ties and men's toiletries—inspired by DAVID O. SELZICK'S TECHNICOLOR PICTURE "Duel in the Sun." You'll go for the bronco-lyric® sign of the hand-stamped screen as these superb Signet ties designed in California by Tiff Gordon. And Signet's fine "Saddle Up" Toiletary Eagle with brisk masculinity.

riding
high with
signet



Signet TIES and toiletries

Arthur Sigmund Inc., 36 E. 34th St. • New York City

Vintage Art Service
Security Mark

WANT YOUR CHILD TO GET HIGHER MARKS?

Wouldn't you be tickled if, at report-card time, your child's marks were higher than they had been?

That's what you may expect when your child learns to type his work instead of scratching it out in tedious longhand. Tests made by educators on thousands of school children turned up this amazing fact:

Marks definitely improve when work is typed.

Give your child this extra chance to make you proud. Get him a Royal Portable—preferred by teachers for home use because it has the *legions and features of an office typewriter.*

Whether he's 10 years old or college age, you can literally watch his work improve as his Royal unchains his mind from the slow process of writing by hand and frees it for thinking!

Why a Royal Portable is the right machine for your child



According to tests made by educators, you may expect things like these when your child owns a Royal Portable:

17% more work done! You'll notice a big difference—as homework becomes fun, a sort of game. Your child's fingers keep up with his swift thoughts!

40% fewer misspelled words! Your child is used to seeing words set down in type. So his own errors look queer to him—and he catches them!

22% fewer errors in English! Many mistakes in grammar come from carelessness. Easily caught when they fairly leap out from the typed page.

Some errors come from forgetting what's gone before—are less liable to happen as continuous sentences simply flow from the typewriter!



It's a regular office machine in portable size—with such work-saving features as these: (A) the famous "Magic" Margin that makes margin-setting quick and easy; (B) Mail Freedom; (C) Speedy Finger-Flow Keyboard, standard in size and key slope; (D) "Touch Control" which adjusts to light or heavy hands.

ROYAL PORTABLE

THE standard typewriter in portable size

"Magic" and "Touch Control" are registered trademarks of the Royal Typewriter Co., Inc.



Easy Self-teacher included with machine. Even a child can teach himself to touch-type with Royal's booklet, "The ABC of Touch Typing." Many people soon learn to type 30 to 40 words a minute. (Most hand scribbling averages only about 10 words a minute.)



A small price for a future! Your child's Royal Portable will be worth its weight in good marks in school—important in getting a job later, too. See your dealer and invest in a Royal Portable now. Quiet De Luxe model shown, \$64.00, plus tax. Also available Arrow model, \$54.00, plus tax. Prices subject to change without notice.



IT'S A
champ
 FROM EVERY ANGLE

Here's what the new CHAMP will tell you when you stand before the triple mirror:

"Mister, you never looked better in your life."

"Mister, that hat looks like a lot more money."

"Mister, that's the smartest style in town."

See the new Ranger! The Commando! The R. A. F.!
 From every angle—they're the hit hats for Spring.

*Shown above: R.A.F....Year-round weight. Smart narrow ribbon—extra-narrow binding edge. Flexible, durable. \$5.00 * COMMANDO...Luxurious felt—luxuriously lined. Wide ribbon edge, triple-stitched. Imperial quality. \$6.50 * CRUSADER...Soft, lightweight felt. Richly lined. Matched ribbon band and edge. Imperial quality. \$6.50 * Grays, browns, greens, blues and covert.*

CHAMP HATS *MADE BY LA SALLE HAT COMPANY, PHILADELPHIA

FOR *Style* ...
 FOR *Wear* ...
 FOR PROPER FIT!



FOR BABY
 Style 998 White



FOR GIRLS
 Style 8306



FOR GIRLS
 Style 3642

Extra Protection for Children's Feet!

Weatherized 5 Ways

1. Outsoles treated to repel water, resist wear
2. Goodyear Stitched with strong, hot-waxed thread
3. One-Piece, All-Leather insoles
4. Selected Leather Uppers. Pliable, expertly styled and finished
5. Linings, Eyelets, Laces of highest quality; reinforced in vital parts



FOR BOYS
 Style 8446



FOR BOYS
 Style 8945
 with Lug Sole



PETERS

Weather-Bird SUPER-VALUE *Shoes*



PETERS DIAMOND BRAND

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

Frozen feet can't fight

It's cold on the Arctic conveyer routes—so cold that if a man loses his footing and drops overboard, he can freeze to death in minutes.

The Navy asked us for Sea Boots. "Warm"—warm enough to be worn over three pairs of wool socks. "Skid proof"—with our Sperry Top-Sider sole that grips slick surfaces like a tire tread. "Clinging heels"— $\frac{3}{8}$ inches thick with cleats for climbing tower ladders.

When you think of the Geytees you would like to buy, think of Sea Boots—keeping the feet of your fighting men warm, dry, and secure on duty guarding the tools of Victory—the Victory that will bring Geytees back to you again!



Today, "U.S." Conservation Quality Rubber Footwear is available in your store for essential health needs. It is made of reclaimed and synthetic rubber. Buy only what you need and conserve it carefully.

Sea Boots are just one of our contributions to the war effort. We plan for the future—a glimpse of the footwear of tomorrow is at the right. One day you may wear Geytees you can see through.

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