

**new school of design in ties**



**"side glances"**

*Manhattan* combines the conservative and the unusual in a refreshing new note in printed acetate foulard neckwear. These new "Side Glance" ties offer distinctive designs—with the focus of interest on one side of the tie! In a wide array of color combinations—from bright to subdued.

styled by

*Manhattan*<sup>®</sup>

**SIDE GLANCES NECKWEAR, \$1.50  
OTHERS TO \$3.50**

# Wembley *fashions*

## *Sea, Sand and Sun*



"... for originality in design and inspired fashion styling."

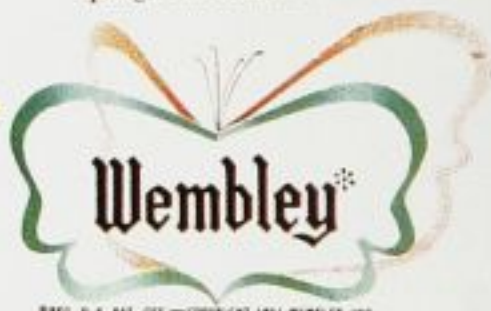


\$1.50 - \$2

Each beautiful pattern  
in six different  
Spring color combinations.

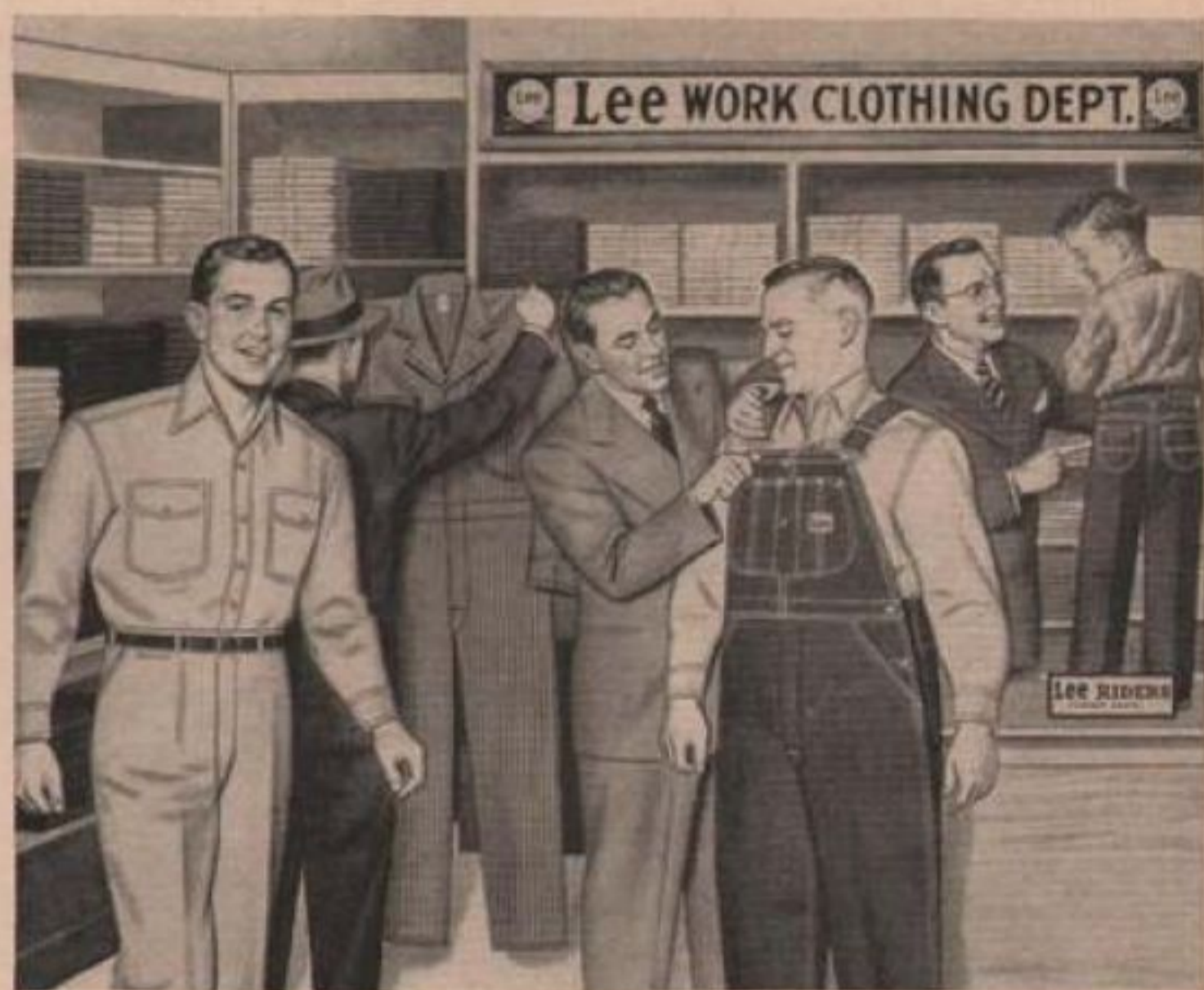


*For the Man in Her Life*



REG. U. S. PAT. OFF.—COPYRIGHT 1951 WEMBLEY, INC.

**You can buy  
Lee work clothes  
in more retail stores  
coast-to-coast  
THAN ANY OTHER BRAND**



**More Men wear work clothes  
bearing a Lee label  
THAN ANY OTHER BRAND**

**The LEE Guarantee:** Every Lee garment is guaranteed to look better, fit better and wear longer than any you have ever worn, or you can have a new pair free or your money back.

**SANFORIZED FOR PERMANENT FIT**

*Buy Lee work clothes at leading stores coast-to-coast.*

**THE H. D. LEE COMPANY, INC.**

Kansas City, Mo. • San Francisco, Calif. • Minneapolis, Minn.  
South Bend, Ind. • Trenton, N. J.



COPYRIGHT 1950  
THE H. D. LEE CO., INC.

**WORLD'S LARGEST MANUFACTURERS  
OF UNION MADE WORK CLOTHES**



SLIM SLACKS SHOWN WITH ESQUIRE'S "BRIGHT LIGHT" COLORS FEATURED FOR '55

## The slim line in slacks takes over

Biggest single trend of '55 in men's clothing is the natural slim line from head to heel. This clean, straight cut completely replaces the rippling roominess of yesteryear's sportswear—puts your full-cut slacks among the family antiques. The time is ripe. Put on this lean, attractive look in dress slacks and inexpensive washable pants. You'll find that the good buy in *any* price bracket is equipped with the equally streamlined Talon trouser zipper.





Don't Settle for Less!

# Feel like a million!

Why accept less when you can be sure of complete comfort with Jockey Underwear! It fits snug as your skin, moves as you move, gives you positive masculine support. Look for the mark, "Y-Front," on the garment—it's your assurance that you're getting the famous Coopers product—and one of many reasons why Jockey gives you a real lift. See your dealer soon—be "Hip-Taped" for perfect fit—then do as millions do—feel like a million in Jockey brand Underwear!

Comfort for Your Every Need—for Every Occasion



Jockey Shorts for active sports



Jockey Midway for everyday wear



Jockey Over-Knee for upper-leg protection



Jockey Longs for full-leg protection



Jockey Bellis for dress-up wear

**WEAR**  
**Jockey**\*

Underwear made ONLY by

*Coopers*\*

The Famous Brand of Knit Support Underwear

Branches: Canada, J. R. Moodie, Australia, Speedo Knitting Mills, Scotland, Lyle & Scott, New Zealand, Lane, Walker, Rankin, Switzerland, Volkmar, France, Vardar, Colombia, Textiles Ego, Italy, Sarti Austria, Paschli, Denmark, Tappan South Africa, Fikse & Lister.

©Coopers, Inc., Kew-Forest, Wis.

Also Jockey Brand Underwear in Children's Sizes

*Brice Bombardieri*



## Stars in stripes

(and solid hits too!)

Introducing our newest fashion "trio"  
of woven stripes and solids!

They offer three different ways to  
spotlight your favorite suit. Made of  
luxurious, long-living broadcloth.

Tailored to make you a "headliner."  
Styled in blue, tan, green and grey.

Shirts \$4.50\* Ties \$2.50\*

*Manhattan*

© 1961, THE MANHATTAN SHIRT CO.

\*SUBJECT TO U. S. REGULATIONS



- ★ Jantzen has the walkers... perfect-fitting walkers... tailored like slacks... with five waistband styles ... five lengths from four inches to ten inches... fourteen of the finest fabrics... sixteen good-looking colors... the biggest, best parade of walkers in America. "Dacrolin golfer", famous Jantzen zip-fit waistband, eight-inch, linen-and-Dacron blend, has towel and tee tabs 7.95... "off duty tens", super burley 7.95... "flannel walker", eight-inch, rayon flannel 7.95... "clansman walker", eight-inch, imported English gingham, authentic clan plaid 7.95 ... "chino walkers", six-inch, chino twill 4.95.
- ★ Striped shirt 4.95... others 3.95... all finest-quality cotton.
- ★ Men's walker socks by Jantzen 1.50.

# Jantzen<sup>®</sup>

is the  
**walker champion!**



off-duty  
tens 7.95



flannel  
eights 7.95



clansman  
eights 7.95



chino  
sixes 4.95



## Hathaway introduces the first Sea Island Oxford

**F**ROM A few tiny Caribbean islands comes this cotton which looks like silk. It is called "Sea Island," and grows on St. Vincent, Antigua, St. Kitts, Montserrat, Nevis and Barbados.

The secret of Sea Island is that its fibers are about three times as long as ordinary

cotton. This explains its *luxury and strength*. Only four hundred bales are picked each year and Hathaway buys the lion's share.

The *Sylex* Sea Island yarn you see in this shirt, is spun by Thomas Oliver & Sons and woven by Ashton Brothers—two of the finest mills in England. The re-

sult is the world's first Sea Island Oxford. "It tailors like linen and drapes like silk." High praise from our best tailors.

Go to the best 400-yard store near you to see this remarkable Hathaway. The price is \$15.95. Or write to Hathaway, Waterville, Maine.

HATHAWAY'S SECURITY DESIGN



3 out of 4

2 out of 3

6 out of 7

# Pick *Jayson* Super-Whitehall Shirt



In impartial nationwide "Public Preference" tests against the 3 other leading white broadcloth shirt brands now selling at even higher prices than Super-Whitehall!

Conducted and attested by  
**FACT-FINDERS ASSOCIATES, INC.**  
nationally known research organization

*Jayson*  
**Super-Whitehall Shirt**

now, more than ever,  
America's greatest shirt  
value, still at last year's  
low price of only **\$3.85**

## Super-Whitehall Quality Preferred by Overwhelming Majority

Picked best for Fabric, Appearance, Desirability, in key cities from coast to coast...

**SUPER-WHITEHALL** was preferred by 3 out of 4 against leading Brand A

**SUPER-WHITEHALL** was preferred by 2 out of 3 against leading Brand B

**SUPER-WHITEHALL** was preferred by 6 out of 7 against leading Brand C

See! Feel! Compare Jayson Super-Whitehall  
in all the wanted collar styles.

For outstanding shirt value too, see JAYSON ADDONIC, \$2.95  
JAYSON DOUBLE-WEAR, \$3.65

JAYSON, 1115 BROADWAY, N. Y. 10, N. Y. • Shirts • Sportwear • Footwear  
Makers of *Excelsa* *Shirts* and *Shirts*

THE JAYSON SHIRT

*Jayson*  
100% COTTON ALL-WEAR

*Because it fits to Perfection*



**City Way Joyces** — an urban quintet with street-right heel. Fully lasted on Joyce's new rimmed-toe. Look last for open-toe comfort! Of softest suede . . . they're city-wise for city ways. No mail orders, please. Write, we'll tell you where. \$11.50.

FIVE OF MANY JOYCES BUT ALL JOYCES SAY

**joyce**

PASADENA, CALIFORNIA

Vintage Ad Service  
Security Mark



"KNOX HATS DO THE BEST  
AND LONGEST WEAR AS EVIDENCED  
BY THIS" — LAMARCA KANE, INC.

# KNOX

*Antelope Finish Hats*



Created exclusively by Knox for men who know that true distinction in a hat requires the subdued richness of antelope's felt.

*Illustrated are, from top:* The Altair, \$20.00;  
The Windjammer, \$15.00; The Carlton, \$15.00;  
The Fairhurst, \$15.00; The Belmont, (right) \$15.00.  
*Other Knox Hats, \$0.50 to \$40.00*

Now being shown by the Knox hatter in your community,  
and at the New York shops of Knox the Hatter.

Vintage Ad Services  
Security Marts

# Pajamas take a Highland Fling

BE WELL TURNED OUT WHEN YOU TURN IN.

Skirl the bagpipes and bring on the haggis pudding! Weldon's tartan pajamas take a highland fling in authentic Scotch plaids and colors. Ay, they're mighty comfortable for sleeping and mighty bonny for lounging too. Whether he's the mon of the castle or a wee lad, he'll enjoy a good night—every night—in his Weldon Tartans. *at fine stores everywhere*

# WELDON

P A J A M A S



*Handsomely packaged.*

**TARTAN STRIPED BAL-TUCK.** Fine combed yarn bolbriggan knit for men about \$5.00, sizes A-D, boys sizes 4-12 about \$4.00, sizes 14-20 about \$4.50.



**THE TARTAN MASTER NEEDLE LOUNGE.** Fine woven cotton broadcloth single needle tailored sleeves, shaped cuffs and two lounge pockets, sizes A-D, about \$8.95. For boys—sizes 4-12 about \$4.00. Sizes 14-20 about \$5.00.



**TARTAN PLAID BAL-TUCK.** Men's about \$5.95, sizes A-D matching scat hat about \$1.00.



*In zippered travel case.*

**THE TARTAN TRAVELER ROBE AND PAJAMA SET.** Bolbriggan knit pajama with diagonal stripe, matching plaid bolbriggan knit robe, sizes A-D, about \$15.00.

SPORTS

# H

ATS ILLUSTRATED

(and described)

by Bart Lee

Looking for adventure? Here's a hat that can take you straight from a business conference to a polo match in unflinching good taste. The Lee Adventure is a classic pinch-front snap brim that's as relaxed anywhere as its well-smoked Meerschaum color. It's America's most popular hat, \$10.



Strictly-for-sport hat... lightweight, narrow-brimmed, pinched soft crown. Contrast trimmed with Hickok's famed Bola, hat band featuring sporting scene ornaments created by master craftsmen. The hat itself comes in just about every color a hunter, golfer or unabashed loafer could want. Lee Bola, \$6.50.



Calling all young men... and calling 'em right with the Lee Jet. This streamlined sky-piece style has grown, in a brief span, to be the nation's No. 1 young man's hat. Its low telescope crown is spread in back, sweeping up to a pointed front. In all of today's deep tone colors at \$7.50.

*All Lee hats are dust water repellent treated.*



**Bart Lee** is one of America's top fashion reporters. His authoritative reports come to life in the exciting styles shown here... and available at your nearest dealer or write FRANK H. LEE COMPANY, 475 Fifth Avenue, New York 17, New York.



Introducing a new style: the comfort-backed Sweethookler, about \$330. At Johnnie & Murphy, we're perfect.

When I wear the best, I feel I am the best.

Johnnie & Murphy  
The Service  
& Murphy

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*The*

# **Leather Look** *afoot for Spring*

The "Leather Look" is the look of beauty for spring! All across the country the "Leather Look" leads in fashion . . . and for good reason. Its lustrous tones and exciting textures infuse leather with the sparkle and spirit of spring. Remember, nature never makes two pieces of leather exactly alike. That's why

leather can give you that touch of individuality. In shoes, clothes, handbags, gloves, belts, luggage — and a host of other fashions, leather means quality, value and a lasting look of beauty. You'll look smarter in leather! Join "The Leather Look" afoot for spring! LEATHER INDUSTRIES OF AMERICA

IT'S A BLOUSE...IT'S A SLIP...ALL IN ONE!

Blue  Swan  
**Slipmates**  
**Slipmates**



**\$2.98**

SIZES 32 (dress 9/10) to 40 (dress 17/18)  
 Also TEEN SIZES for ages 10-12-14

- **ECONOMICAL** . . . Serves a Double Purpose!
- **FASHIONABLE** . . . Styled For Wear Almost Everywhere!
- **NEAT** . . . The Blouse Can't Slip Out!
- **SMOOTH-FITTING** . . . Cut From Exacting Slip Patterns!
- **PRACTICAL** . . . As Easy To Wash As a Regular Slip!

Just slip into Slipmates — step into a skirt and you're smartly dressed! Wonderful for wear with a suit too! The blouse top is styled with the popular "bat" sleeves in soft interlock combed cotton jersey with a smart heather effect. Permanently attached is a runproof tricot rayon half slip that beautifully molds to your figure. A clever new idea — at an unbelievably low price.

Hurry to your favorite store for your Slipmates today!

Blouse tops in a choice of lovely heather tones.  
 GOLDEN ERA YELLOW • DRAMATIC RED • FLIGHT BLUE • GLAMOUR PINK  
 DYNAMIC GREEN • AUTUMN RUST • FROSTY WHITE

JUST ADD A SKIRT

CREATORS OF  
**Suspants and minikins**



**NEW SPRING RAYONS AND BLENDS  
STOP TRAFFIC, START SALES  
WITH CO-ORDINATED COLORS!**

The proven success of color co-ordination has made it the big thing again this Spring! And Riegel puts it to work for you, in rayons and blends that will help make multiple sales of shirts, slacks, and shorts . . .

*on sight!* See the wonderful range of colorful fabrics: rayons, Dacron\*-and-cotton blends, "wash-and-wears" . . . linen weaves and prints. It's a complete new-for-Spring line that has everything you need for volume selling. Get going with Riegel rayons and blends!

\*Trademark

IT'S A  
**Riegel**  
FABRIC



**Riegel**

COTTONS AND SYNTHETICS

SPINNING • WEAVING • FINISHING

RIEGEL TEXTILE CORP. • 260 Madison Avenue • New York 16, New York • ATLANTA • BOSTON  
CHARLOTTE • CHICAGO • DALLAS • JACKSON (MISS.) • LOS ANGELES • ST. LOUIS



Look at those collars again! California La-Nu with "Fadedaway Collarband". Looks, fits right... with or without tie. Season's biggest splash of color with 21 bright, new washable "AquaShades".

-  Sunset Red
-  Sea Clay
-  Shell Pink
-  Mermaid Mauve
-  Mist Grey
-  Tropic-Tan
-  Dance Tan
-  Ocean Blue
-  Sky Blue
-  Billow Blue
-  Fiesta Gold
-  Sand Tan
-  Beach Beige
-  Deep Green
-  Biting Green
-  Calf Green
-  Sport Green
-  Turtle Green
-  Sunflow Yellow
-  Oyster Yellow
-  Egg White

# Van Heusen

**new** Van Gab Sport **Shirts**... Completely washable... \$4.95



## tallowed bridle leather

*"tops" for your trousers*

"Paris"<sup>®</sup> craftsmen have mastered the process of skilled English saddle makers who used tallow to give leather a soft, glowing sheen and superb suppleness. Hand rubbed to a rich, mellow finish, these moulded Tallow Finish Steerhide Belts improve with age and wear, add distinctive styling to your fall wardrobe. "Tops for Your Trousers."

Look for the Paris Crystal Top Package—your guarantee of a belt as perfect as the day it left the craftsman's bench.



No. MB 211 (top & center)—Brilliantly style-crafted for long, rugged wear. Handsome stitched design. Smart new metal buckle. Available in ambertone, suntan, brown, and black. Only \$2.50.

No. MB 214 (below)— $\frac{1}{4}$ " style with unusual prong buckle. Your choice of black, suntan, ambertone, and brown. \$2.00.

**Paris Belts • Suspenders • Garters**

\*Dep. U. S. Pat. Off. A product of A. Wren & Company, Chicago, New York, Los Angeles



She is a pleasure to paint - your Cannon Go-Girl. Those Cannon Nylons do, indeed, do something for a girl's legs. I've noticed the smart new shades and pencil-fine profile they give.

V. A. D. G.

Go-Radiant—beige, with a dash of sunshine.

*"Cannon Nylons do something for my legs!"*

says the Cannon Go-Girl

A second look? You rate it, every time, in your eye-catching Cannon Nylons.

For Cannon colors sing in soft autumn tones, keyed to fashion's newest spectrum.

And Cannon's *high-twist* thread sleeks your ankle, cleaves tight to your heel in a full-fashioned sheath.

Cannon Nylons wear well, too! No wispy one-day wonders, these.

Gals out in the whirl, out in the world, insist on Cannon Nylons.

Ask for them at your favorite neighborhood shop.

*"on the legs that are on the go"*



*Cosmopolitan*—the man who wears the Stetson with the Mode Edge

Wherever you are you're right in style wearing a Stetson with the famous Mode Edge. It's a sign of fine craftsmanship for those who demand the custom touch. Here you see the Stetson Sussex with the Mode

Edge...a hat designed for the trend towards the slimmer, trimmer silhouette. New smart colors with contrasting bands. The Stetson Sussex—\$15. Other Stetson styles with the Mode Edge—\$15 and \$20.

The **STETSON** is part of the man

The Stetson "Cushioned-To-Fit" leather has been the standard of hat comfort for over 70 years.

Stetson Hats are made only by John B. Stetson Company, and its affiliated companies throughout the world.



Men on the go...go for

# Jockey<sup>®</sup> brief

MADE


made only by  *Coopers*<sup>®</sup>

**Jockey briefs** are comfort-knit and master-tailored for the successful man. Gently snug with just enough support for buoyant ease all day.

**Jockey briefs** fit like a second skin. They can't gap, bind, chafe, or pinch. Ideal accessory for that trim, active look. Minimum bulk with full security.

**Jockey briefs** have been copied but never duplicated. At your favorite store in combed cotton, stretch nylon, mesh cotton, fancy patterns, Durene, and luxury Meccellin<sup>®</sup> (Egyptian cotton & linen).



Known the world over by this symbol  Jockey's underwear is made in the U.S.A. and is available in many countries: Canada, U.S.A., Mexico, Colombia, London, Australia, South Africa, India, British Isles, Cuba, New Zealand, Hong Kong, Japan, Singapore, Philippines, France, Vietnam, Cambodia, Thailand, East Africa, South America, Brazil, South Africa, India & London, Germany, Italy, Austria, West Africa, Egypt, Jordan, Saudi Arabia, Colombia, Mexico, U.S.A., Venezuela, H.C.



Uncanny—the way you can almost pick these life-like spring designs right off the fabric. Your whole outlook will brighten when you add a touch of spring to *your* wardrobe with any of these striking, *exclusive* Spring Shadow ties—by *Manhattan*. Eight unique designs—right from nature—in printed foulards. Your choice of a broad range of pastel colors.

*Manhattan*®

Spring Shadows Neckwear, \$1.50

© 1953, THE MANHATTAN SHIRT CO., 444 MADISON AVENUE, NEW YORK, N. Y.



TURKISH KID MOHAIR

IMPORTED  
**Coronado**

- air cooled®
- lustrous
- light in weight
- shape retaining

King of Summer Suits®

Loomed in Great Britain of fine Turkish Kid Mohair and purebred Australian Worsted . . . CORONADO's icy cool, lustrous fabric stays wrinkle-free and crisp longer—despite heat and humidity.

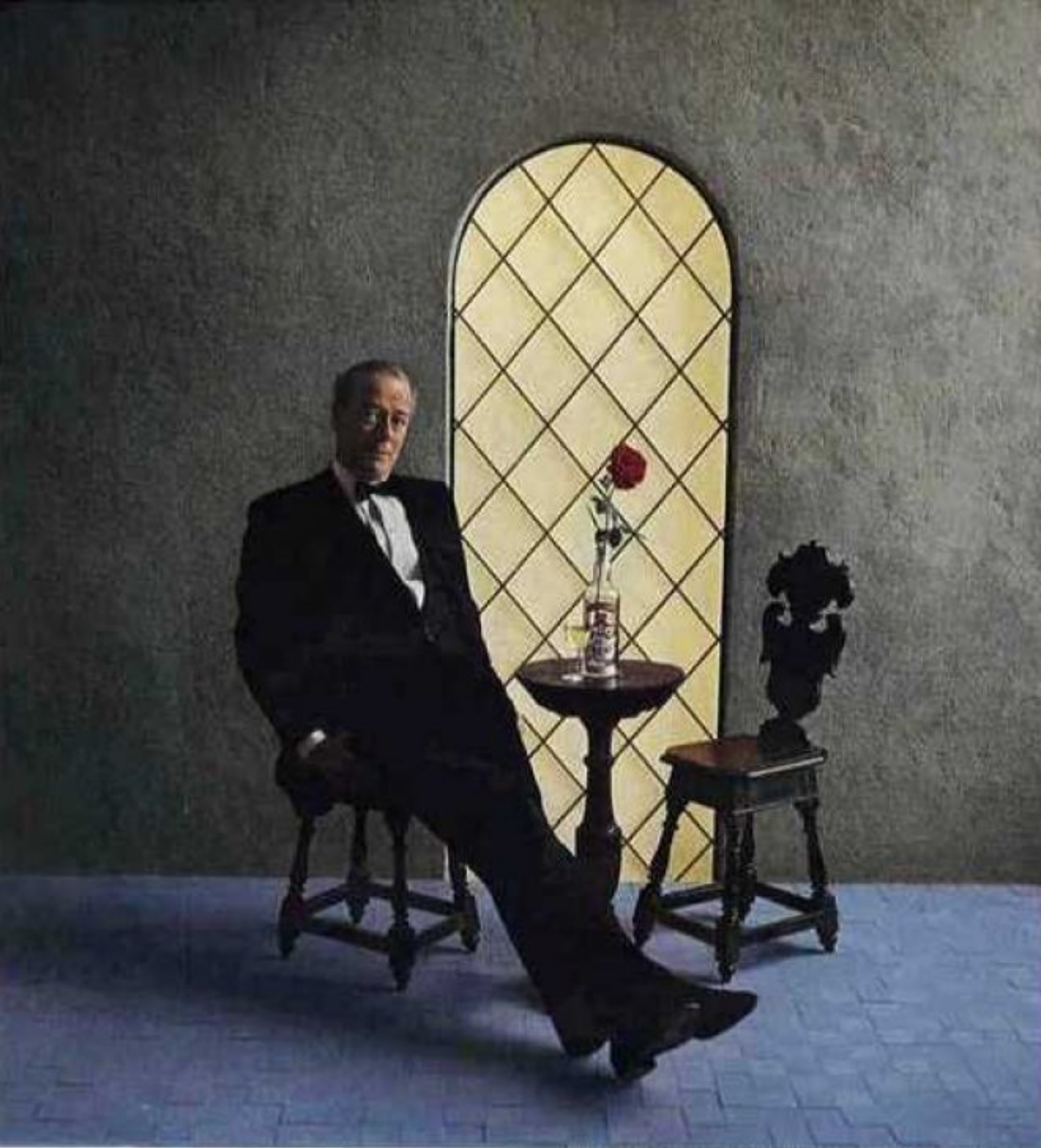
Flex Tailored®. Flattering American Silhouette models are featured in the new "Black Ice" shades . . . Handsome plain tones and smart surface weaves. Truly fit for a King . . . and you!

\$59.50

Fabric imported and tailored exclusively by J. SCHOENEMAN, Inc., Baltimore 3, Md. Write to Dept. S for name of nearest store.







CYRIL RICHARD, CRYSTALLIZED IDEAS AND SHOOTING ON STAGE BY ANDRÉ SPAN

**"SMIRNOFF, MY DEAR LADY, HAS NO LIQUOR TASTE"** "This," says Cyril Richard, "is the Smirnoff paradox: it pleases all tastes because it virtually has no taste!" In Smirnoff drinks you taste the *other* ingredients, not the vodka. Into your favorite fruit juice, pour a jigger of Smirnoff Vodka. Or make a Collins with it, or a Vodka and Tonic. You'll find Smirnoff adds a real something to these well-loved drinks without changing their delicious flavors. Caution: make sure you get smooth, flawless Smirnoff Vodka. Remember, you drink it!

*the vodka of vodkas*

**Smirnoff**  
 Vodka is served  
 Security Mark



THE GREATEST **VODKA**

40 AND 100 PROOF, DISTILLED FROM GRAIN. ©1998, PIERRE SMIRNOFF U.S. DIVISION OF HOUSE OF SEAGRAM, HARTFORD, CONNECTICUT.

Van Heusen boldly invites you to

**S**tripe  
it **R**ich\*





Treasury of classics—our **Ballantyne** cashmeres  
in their new Christmas colors. Pullover, 21.95,  
cardigan, 29.95 Lord & Taylor—New York, Manhattan

Westchester, Millburn, West Hartford, Bala-Cynwyd, Garden City

Village All Service  
Security Plans

Style #9291  
Classic Summer style.  
Dress wing tip with  
flexible leather sole.



Style #9259  
Smart ventilated style.  
Moccasin toe for extra  
toe freedom. Fine  
leather sole.



Style #9610  
Genuine Nylon Mesh  
inlay. Flexible leather  
sole. Feather-light and  
wonderfully cool.

*Freshen up...*

**FROM THE GROUND UP...IN**

*America's No. 1 Shoe*

Thom McAn's prices for style-right, summer-right shoe values are so down-to-earth that you *can* afford to stride through any summer scene looking and feeling like a cool, cool million! There's a reason for Thom McAn's sensible prices: Thom McAn is America's largest manufacturer-retailer of men's shoes. Huge production brought directly to you through Thom McAn's own retail stores, means big savings which are passed along to you. No wonder so many men are buying two pairs of Thom McAns—for less money than they previously spent for only one pair of high-priced shoes.

See them—try them—and you, too, will say:

*"I don't see how they make them for the money."*

**Thom McAn**

WORN BY MORE MEN THAN ANY OTHER SHOE

**\$7<sup>95</sup> AND  
\$8<sup>95</sup>**

MOST STYLES

THOM McAN IS A DIVISION OF MELVILLE SHOE CORPORATION





# Designer's Collection

by **SWANK**

*A fabulous assortment  
of unusual Cuff Links*

Split Coin—Actually a pair of  
extra-size cuff links, \$2.50



Amsterdam  
\$3.50 per pair



Lucky Bug  
\$3.50 per pair



Hope Stone  
\$3.50 per pair



Sportrait  
\$3.50 per pair



Black Magic  
\$2.50 per pair



Nomad  
\$2.50 per pair



Steeplechase  
\$3.50 per pair



Mardi Gras  
\$3.50 per pair



Primitive  
\$2.50 per pair



Zebra Stone  
\$3.50 per pair



Fleur de Lis  
\$1.50 per pair



Ceramic  
\$2.50 per pair



Trio  
\$3.50 per pair



Tiger Stone  
\$2.50 per pair



Pirate  
\$3.50 per pair



Chariot  
\$1.50 per pair



Viking  
\$2.50 per pair



Gladiator  
\$3.50 per pair



Bali  
\$1.50 per pair



Knight  
\$2.50 per pair



Carousel  
\$1.50 per pair



Dragon  
\$2.50 per pair



Charger  
\$2.50 per pair



Reindeer  
\$2.50 per pair



Medieval  
\$2.50 per pair



Street Scene  
\$2.50 per pair



Sage  
\$2.50 per pair

*All cuff links shown actual size  
except Split Coin which is slightly reduced.  
Prices subject to Fed. Tax.*



Look at those collars again! California Lo-Ne with "Fadesway Collarband". Looks, fits right... with or without tie. Season's biggest splash of color with 21 bright, new washable "AquaShades".

-  Sunset Red
-  Sea Clay
-  Shell Pink
-  Mermaid Mauve
-  Mist Grey
-  Tropi-Tan
-  Dance Tan
-  Ocean Blue
-  Sky Blue
-  Billow Blue
-  Fiesta Gold
-  Sand Tan
-  Beach Beige
-  Deep Green
-  Biscay Green
-  Golf Green
-  Spray Green
-  Turtle Green
-  Sunbow Yellow
-  Opium
-  Frost White

# Van Heusen®

**new** Van Gab Sport **Shirts**... Completely washable... \$4.95

## Smartly Tailored for Smart Relaxing

Look as good as you feel in your "easy-time" clothes!

These distinguished new Arrow Sports Shirts were made to give you casual comfort with the smartest style this side of Bikini. Tailored of a premium all-rayon fabric that's color-fast and WASHABLE, these eye-catching prints come in more color combinations, than you can shake a palm leaf at! Short sleeves, \$5. Some with long sleeves, \$5.95. Clarr, Peabody & Co., Inc.



Arrow  
Caribbean  
Prints



Another smartly styled *ARROW SPORTS SHIRT*

**New Commuter Coat** — Travel light in this action-length coat created for today's living. Nylon-rayon blend gabardine — durable, water-repellent — with satin-quilted "Bi-Ply" wool lining. Luxurious collar. Men's \$39.95. Boys' \$29.95. Juniors' \$24.95



# Lakeland

SPORTSWEAR

**protects you handsomely**

Up here where winters are winters, Lakeland Sportswear gets a severe test. If you want to know how it comes through, ask one of the thousands of warm and well-dressed Lakeland wearers. . . . Coats and jackets of all kinds — including storm coats. See your Lakeland dealer or write for his name. *Lakeland Mfg. Company, Sheboygan, Wisconsin*



**Original Polka Joe** — Luxurious rayon doeskin with a lively dotted lining. 12 popular shades. Men's \$15.95. Boys' \$13.95.

**Junior Storm Bay** — healthful protection at its handsomest. Nylon-rayon blend gabardine with warm wool-in-satin "Bi-Ply" lining. Luxurious collar. Sizes 4 to 12. \$27.50.



**Buy now . . . during**

# Lakeland Week

OCTOBER 26—NOVEMBER 3

*Fine stores everywhere are featuring Lakeland now. See the colorful displays, the complete selections during this bigger-than-ever sportswear event.*



# PENNEY'S

ALWAYS FIRST QUALITY!



another  
Penney first for  
fashion-loving America

## SEPARATES in "SAIL-AWEIGH"

the newest, coolest sailcloth under the sun!

why it  
pays to  
shop at  
Penney's

Because you can save and be sure  
with Penney brands, they're tested for  
quality, for wear, in Penney's own test-  
ing laboratory.

Because you can buy with confidence  
... every Penney store will exchange  
or refund.

Because you enjoy Penney's small town  
friendliness and big city "know-how."

Because you like to save money every  
day.

J. C. PENNEY COMPANY, INC.  
1672 Family Department  
Stores in 48 States

Look as good as you feel in Penney's separates of Sail-Aweigh. There's  
a new-found comfort in Sail-Aweigh's breezy light weight  
... a new-found beauty in its sun-warmed colors!

Dazzling-to-combine separates to give you infinite variety on a small budget  
... impeccably crease-resistant, Sanforized† to stay fit,  
refreshed with the barest bit of ironing.

In perfect-match or daring-mix stripes and solids: turquoise,  
black, fern green, gold, periwinkle, pink. Sizes 10 to 20.

a. shorts 1.98  
c. bermuda shorts 2.49

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†Fabric shrinkage less than 1%

Fashion doesn't cost a fortune at Penney's



**Correct:** The gray flannel suit is ideal for the office and everyday town wear.



**Conservative:** With Homburg, it comes into its own on more formal occasions.



**Casual:** Trousers may be worn separately with sport jacket. (The ladies, too, have been inspired by Hart Schaffner & Marx.)

## the classic gray flannel...

It is undoubtedly the most useful and flattering suit a man can own. It combines the utmost in correctness with the utmost in comfort for nearly every occasion.

Weekdays you can wear it to work. Sundays you can wear it to church. Saturdays you can mix jacket or trousers with other clothes in your wardrobe and you're off to the country club.

And if it is an Even flannel—made only by Hart Schaffner & Marx—it will have a special distinction to the fabric, the cut, and the tailoring that will last throughout the long lifetime of the suit.

**HART  
SCHAFFNER  
& MARX** 



# Glamorous Lingerie

SHE'LL TREASURE WITH PLEASURE



**BRA and PANTY COLORS**

- Monday Blue
- Tuesday Pink
- Wednesday White
- Thursday Mauve
- Friday Pink
- Saturday Black
- Sunday White

**"Day-Of-The-Week" BRAS**



**7 LOVABLE** rayon satin bras, with contrasting net heart embroidered with the "Day-of-the-Week." Famous for firm uplift, fine separation. Adjustable shoulder straps for perfect comfort. In 7 Lovable colors to match colors of panties.

SIZES:  
A Cups—32, 34, 36. **7 for \$6.99**  
B Cups—32, 34, 36, 38. **BEAUTIFULLY GIFT BOXED**

**"Day-Of-The-Week" PANTIES**

7 Hollywood Brief panties—made of resist-run rayon Tricot Jersey... embroidered with the "Day-of-the-Week." In 7 lovable colors to match colors of bras. Elastic waistband. Colorfast. Sizes: Small, Medium, Large. Styled by PLYMOUTH.

**7 for \$4.99**  
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**FITTED NEGLIGEE and GOWN SET**

Thrillingly sheer rayon-ninon extravagantly combined with Chantilly lace. Gown has an all lace bodice.—negligee has an enchanting lace collar and fitted lace midriff. Push-up sleeves with dainty lace ruffles. Gorgeously transparent... (they wash like a dream... will not shrink!) Colors: Midnight Black, Pink Angel, Forget-me-not Blue, Bridal White. Sizes: 12 to 18.

**2 PIECE SET \$12.99**  
GIFT BOXED



Styled by MURRAY OLIPHANT



**EXOTIC MANDARIN LOUNGING and SLEEPING PAJAMAS**

The Mandarin jacket has all sorts of authentic details... real frog closings, side slits, a tiny high collar. And just for a touch of elegance, the big patch pocket is appliquéd with a Navy Blue Chinese dragon. So light and comfortable she'll sleep in them, too! Made of wonderfully practical seersucker (suds in a jiffy... never needs ironing!). Jacket in choice of: Coral, Mauve, Robins Egg Blue, Navy Blue trousers only. Sizes: 10-20; 9-19.

**2 PIECE SET \$5.99**  
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**WHAT LOVELY GIFTS! Order by Mail!**

**DUSTER-ROBE, PAJAMA and SCUFF SET**

Elegant duster-robe has full swinging back, belts three ways with its own self-tast! Quilted wing collar and cuffs. Multi-color floral appliqué on pockets. 2-piece pajamas have gayly contrasting piping and buttons in a pretty Mandarin style that's tops in comfort! Complete set made of petal-soft, doekin-finish French rayon crepe that's washable, quick-drying! Matching quilted scuffs, with dainty ruching, have waterproof plastic soles. Colors: American Beauty, Aqua, or Royal Blue. Sizes: 9 to 17 and 10 to 18.

**4 PIECE SET \$8.99**  
GIFT BOXED



Styled by PEGGY PRIM

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6th Ave. at 14th St., N. Y. 11  
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Add 31c to each item for postage and handling.

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Whether your evening plans include a "do-it-yourself" project... TV, or good sleeping, you'll feel comfortable in these soft cotton knit tops, broadcloth slack-tailored trousers. Pastels or deep tones. Dad's sizes A B C D, about \$5.00; sizes E & Mr. Long, about \$5.50. Son's sizes 4 to 20, about \$3.95.

Be well turned out  when you turn in

# WELDON

P A J A M A S



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# CLUB LOUNGE

We call them "easy living" pajamas — for they adapt as easily to your leisure life as to the hours you spend sleeping. Smartly styled pajamas with leisure shirts, well-fitting, slack-tailored trousers. New color combinations. Mother's sizes with long or short sleeves, 32 to 40 (12 to 20), about \$6.95. Dad's sizes with long sleeves, A B C D E & Mr. Long, about \$7.50. Son's sizes Junior 4 to 12, about \$3.95; Prep 13 to 20, about \$5.00; little sister sizes 4 to 14, short sleeves, about \$3.95.



A Special Father's Day Gift Tag, with space for your signature, is looped to each of the soft, super-smooth Marlboro Jerdange sport shirt classics illustrated above. They're Marlboro's exclusive, eye-filling Paddock Patterns, inspired by America's smartest tracks and luxury resorts.



# Marlboro Parades to the Post

(For Father's Day — June 18th)



A Special Father's Day Gift Box is your presentation package for these front-row, cucumber-cool favorites: A — Frankona, B — Sta-Cool, C — Ventelator. You'll find them, and D — Sta-Cool Dress Shirt, E — Skygab Soap 'n Water and F — Summer Cool Dress Shirt, in 25 out-of-this-world Turf Tones that make them odds-on Father's Day favorites.

1950's SPORT SHIRT CLASSICS



INTERNATIONAL NEWS



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Black and white, blue and mauve,  
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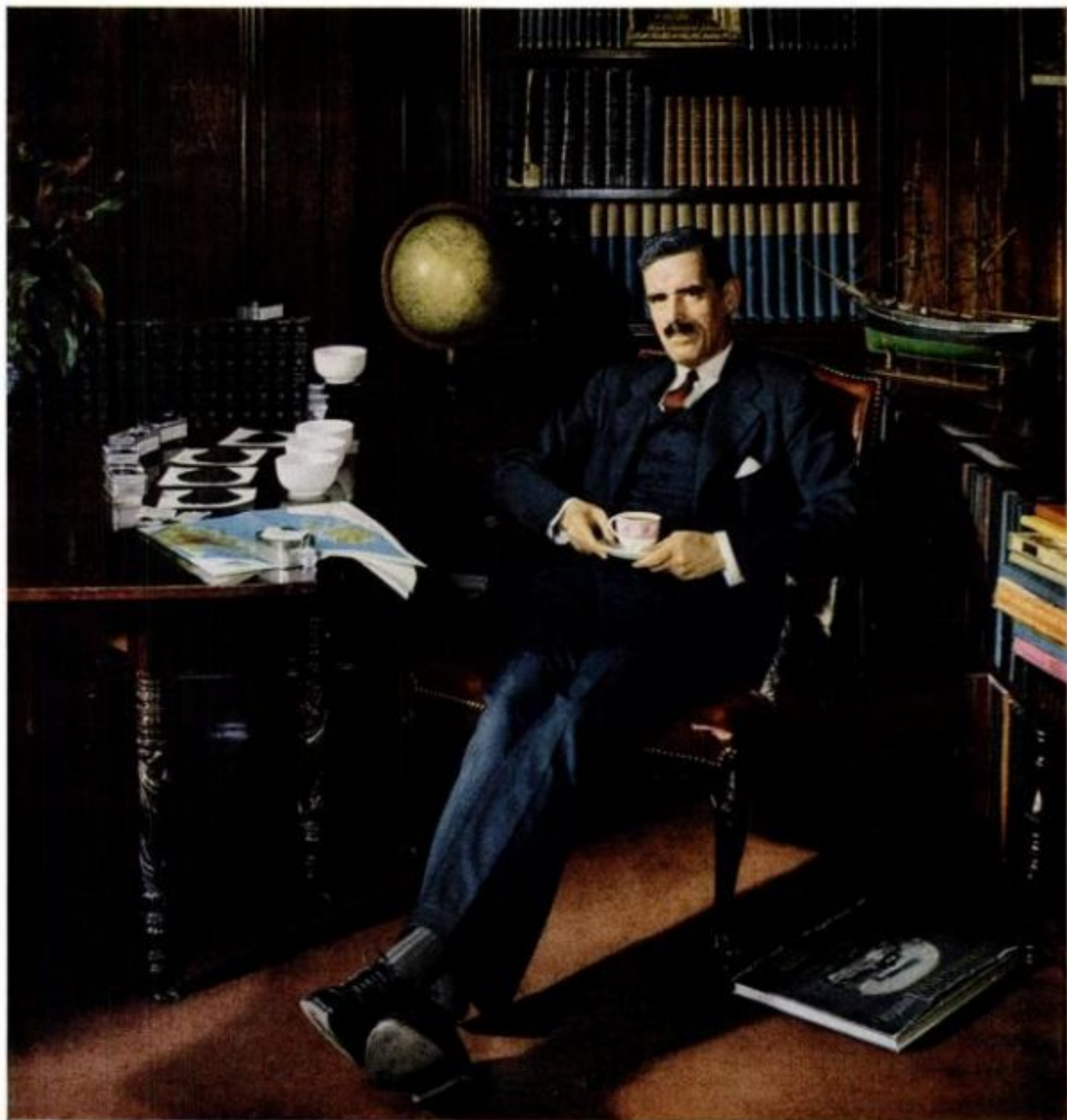
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(prices in U.S.A.)



**Jantzen**  
makes all  
girls gorgeous





## Tetley's 6'4" Tea Encyclopedia

**A**LBERT DIMES is the Tetley Tea Taster. He knows a great deal about tea. He should.

His tea education began at fourteen as an apprentice to Tetley in London more than thirty years ago.

Dimes likes to sum up his encyclopedic knowledge with these

few words. *"The tiny leaves that grow only at the top of the tea plant make the finest tea in the world."*

Dimes scours the tea plantations of the world to get these little gems. They are hard to find. He will use no other kind in a Tetley bag.

And for extra strength and

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Make one satisfying cup of tea with a Tetley Tea bag—and we think you'll agree with Dimes.



make like Nero in . . .

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*Inspired by M.G.M.'s great technicolor  
motion picture. An authentic QUO VADIS  
fashion, exclusive fabric by  
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*Eight fiery patterns blazing with color*

## MUNSINGWEAR®

at better stores everywhere



# Catalina Sport Sets

AS SELECTED BY

NORM VAN BROCKLIN AND  
ELROY "CRAZYLEGS" HIRSCH

Norm Van Brocklin and Crazylegs Hirsch form one of football's greatest passing teams.

Recently, they teamed up in another way—to select for you a special collection of Catalina beachwear. The garments they chose represent the finest in fabric, workmanship and value—and both athletes agreed that the styles are bold and masculine!



"Dig That Crazy Shirt," printed cotton sport set, with trunks that cuff in matching print, \$13.95.



String-knit cotton T-shirt, in beige & white, grey & white, navy & white, \$3.95. Walking shorts, linen weave, in natural, navy, brown or grey, \$8.95.



Signature Print sport shirts: "Fireman Save My Child" (top), red or blue combinations, \$6.95. "Good Morning" (left), white or navy background, \$6.95; "On the Go" (right), black or navy, \$6.95.



Latex trunks (top), "Tropicana" California Hand Print, brown or blue, \$4.95. Standard boxer trunks (left), tailored to trim your figure, five colors, \$4.95. Novelty print trunks (right), in combinations of blue, brown or charcoal, \$3.95.



Van Brocklin, right, is wearing "Jungle Rhythm" (in combinations of brown or blue, \$12.95). Hirsch is wearing "Check 'N Double Check" (in navy and white or brown and white, also \$12.95).

For name of nearest store, write: Catalina, Inc., Dept. R, 443 So. San Pedro St., Los Angeles 13.





# the ITALIAN INFLUENCE

The "continental touch." Lightweight, fully washable, requires little or no ironing. Fine tailoring by Reston. An outstanding value at this low low price.

**100% Dacron**  
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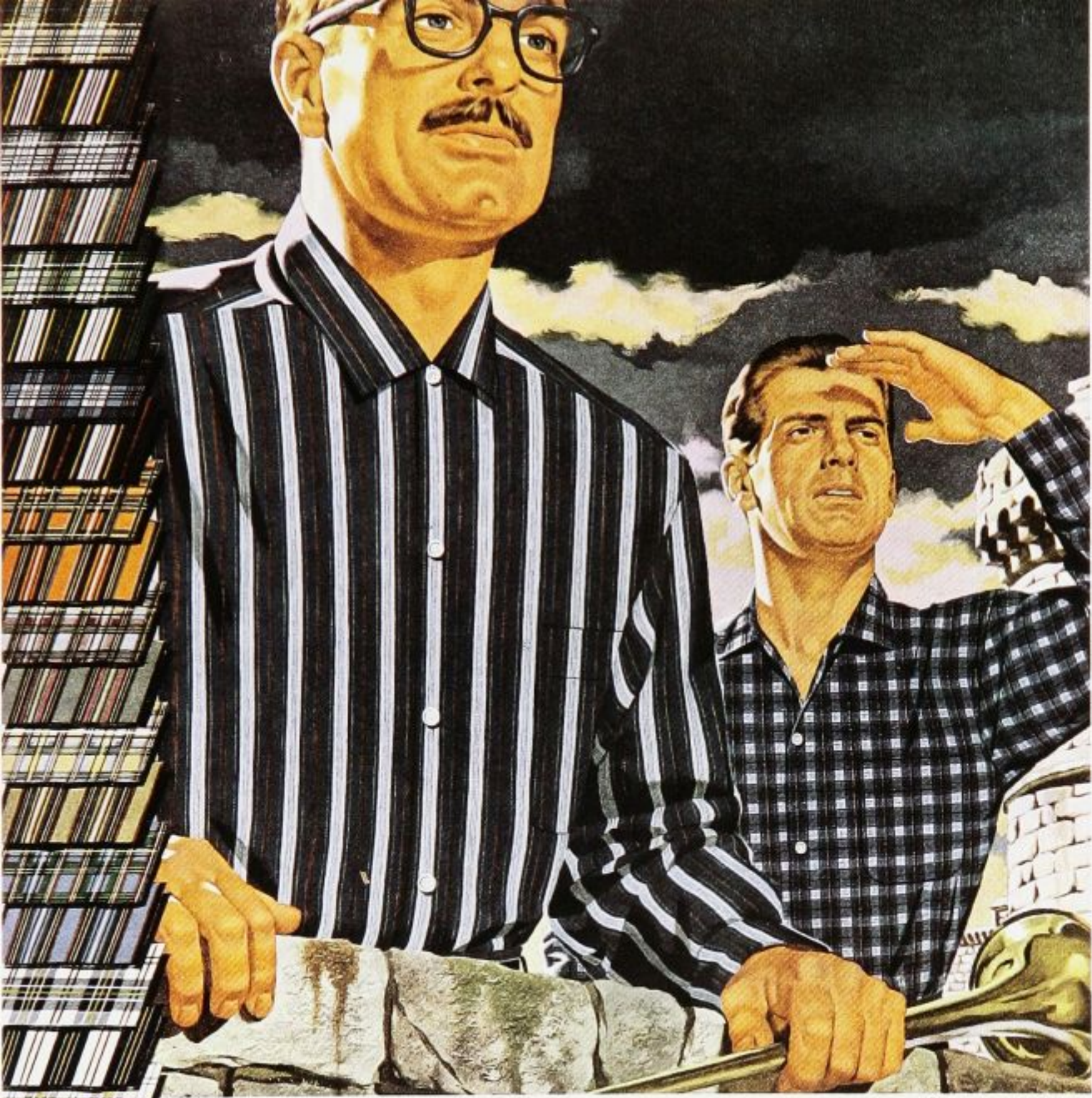
at about **9<sup>95</sup>**



Write for the name of your  
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**Reston Slacks**  
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## Clans on Parade

Van Heusen calls the clans together to achieve the most original array of sport shirts any side of Edinburgh. This collection of 24 new Clanarama sport shirts starts with three vibrant classic tartans—then takes off from there with these new and exciting adaptations in stripes and checks. Rich, glowing and exceptionally clear, they have a Scottish flavor all their own. In a new and specially constructed Dan River cotton woven exclusively for Van Heusen. Completely washable and only **\$5.00.**

**New Clanarama Stripes and Checks by**

# VAN HEUSEN

Buy stores everywhere or write to Phillips-Jones Corp., 417 Fifth Ave., New York 16, New York • Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Sweaters



Call Esquire's Shopping Service in any of the cities listed on page 8 to learn where you can buy this merchandise.

## SPORTSWEAR FOR EVERYWHERE • INSPIRED IN OREGON

It's only fair to tell you . . . you'll want a dozen different Pendleton skirts and sweaters this year. Such exciting variety! All virgin wool . . . all with the fashion, fit and finish Pendleton's famous for! Figure-trimming or flared-for-freedom, panels or pleats, sheaths or wraparounds, and the original Turnabout®\* reversible . . . 12 marvelous skirt styles, \$12.95-\$29.95. And to top it all, choose from a wealth of 17 dressmaker or casual sweaters, \$7.95-\$17.95, color-right for every skirt.

\*Pat. No. 2530678



*there is only one.*

# Pendleton® Sportswear

*always virgin wool*

BC&B by TIMELY CLOTHES shows a range of 1955 "Dacron" 7-garment suits and 400 women. Retailers at: Taw Brown Co., Charlotte, Missouri; Rubenstein Co., Chicago; Conroy's, Denver; J. S. Aron & Co., Indianapolis; Morris & Brown, Los Angeles; Rubenstein's, Peoria; Galtman Co., Inc., Massachusetts; and H. Hays, Kansas City, Mo.; H. Hays, Kansas City, Mo.; H. Hays, Kansas City, Mo.; H. Hays, Kansas City, Mo.; H. Hays, Kansas City, Mo.; H. Hays, Kansas City, Mo.



DIRECTORIAL, ADVERTISING BY PAUL, INC. 1955

TIMELY CLOTHES FASHIONS FALL SUITS WITH NEW COMFORT WITH A NEW LOOK OF SUCCESS

# DACRON

WITH WORSTED

Presenting fall's most distinguished look... the impeccable quality only "Dacron" can add to fine suits. "Dacron" enables suits to resist wrinkles, gives you lasting neatness with ideal fall comfort. See the handsome selection of fall patterns, colors now being offered by better stores. "Dacron" is the new supreme material for the business man. In the future, wear only the suits in fall that "Dacron" is in. Here's your new look for the fall.

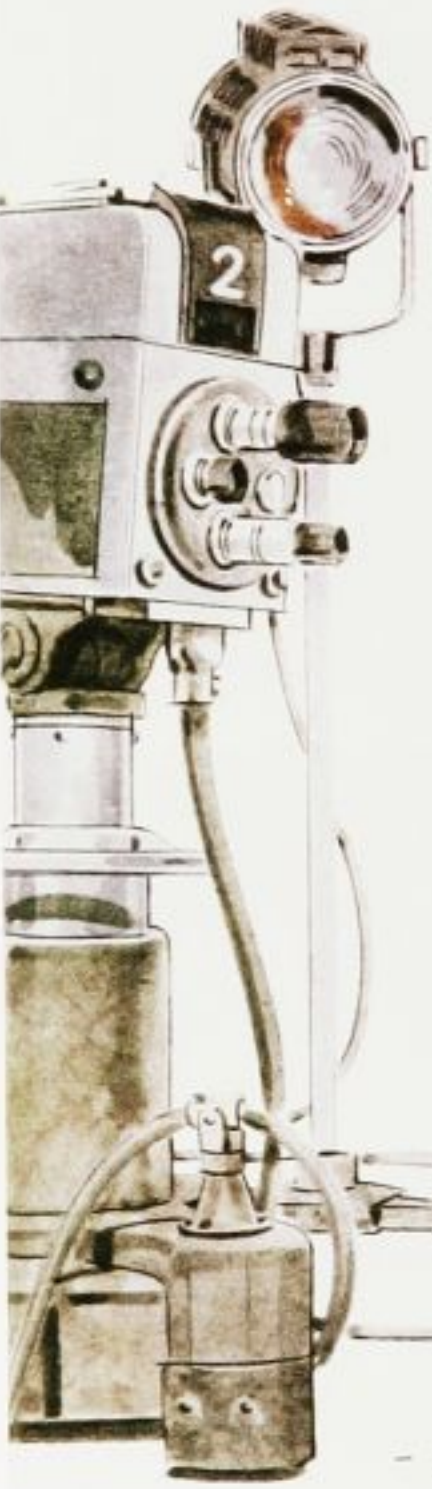


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you're a "man alive" in a CLIPPER CRAFT suit



\$50 to \$60

Best-rated attraction in town — that's you in a Clipper Craft suit or sportcoat. That man-of-action styling, those lively yet dignified patterns make the prettiest heads turn . . . the toughest critics rave! In long shots or close-ups you're the star in their eyes . . . because Clipper Craft's virile tailoring . . . the rugged, yet sophisticated good looks of the masterful suit you're wearing tell the world you're a man in the know! You'll say "Man Alive!" to the low price too, because Clipper Craft combines the purchasing power of 1226 stores to keep you best dressed for less.



For the store nearest you, write: Dept. E117 CLIPPER CRAFT, 18 Station Street, Boston 20, Massachusetts.



## HOW TO DRESS AS IF MONEY WERE NO OBJECT

"Our little girls are so delighted with the new 'stay at home' outfits I made, they don't mind a bit that Daddy and I are going out.

"Am I glad I started sewing again! This dress is the loveliest I've ever had. It's such a gorgeous green, and the fabric just *couldn't* be more elegant. And do you know, it cost me less to make it than *any* party dress I've ever bought! When I save money like that, we can afford a lot more evenings out.

"And what an *easy* way to have all the clothes we all need. Why, anybody could make practically anything with those marvelous Simplicity Printed Patterns. I'm going right back to that big Simplicity Catalog and get started making holiday party clothes for all of us."

*"My party dress is Simplicity style #3130. My three dolls wear Simplicity style #3177."*

*Sew* WITH  
**Simplicity**

SIMPLICITY PATTERN CO. INC.

Fashion... a man's world, too



Shirt, \$3.95; Cabana set - shirt, \$3.95; trunks, \$5.00; Beach jacket, \$5.95; trunks, \$3.95

We owe a thank-you note to Nassau. Our stylist stopped off there and was inspired to design these handsome prints for surf and sand. Patterns like these, on completely washable, "Sanforized" cotton, show the bold look men favor in their beach wear. It's no wonder you'll find Arrow Casual Wear worn at resorts wherever men prize distinctive styling.

**ARROW**  first in fashion  
*CASUAL WEAR*

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crease and stain resistant

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Styled by  
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- Styled and made in California
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**A**nimated  
**S**tyle

Spring wears her heart on your sleeve when you take your pick from these wondrous fabrics. Rarely was there a match like this—the fire of Animated Style wedded to the mellowness of fine spun cloth. If you have a flair for fashion, Hammonton Park Clothes will bring a light to your eyes. Strike up an acquaintance now with the store in town displaying the famous Style Trophy.

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This trophy has been awarded to selected stores that have attained and maintained style eminence.

# CAMPBELL'S



News from  
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International  
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magnificent orlon fleece lining. New leather  
trim, "Weather-Leash" closure \$59.95.  
New Northern lambwool and Shetland sweater  
\$10.00. Silk 'n' cotton sportshirt \$16.00.  
Forstmann Bonara luxury-wool flannel  
slack \$25.00.

From Sweden—Polar Seagull  
Coat; Princeton striped nylon  
fleece reverses to Travis-woven  
nylon taffeta. Jumbo-knit  
collar and cuffs, wash 'n'  
wear \$25.00. Shirt—Match  
Top Tartan buttondown \$5.95.  
Slack—Ivy Haven Flannel,  
no pleats \$15.00.

## WIDE, WIDE WORLD

McGregor searched every corner of the globe—no matter how remote—for new, interesting fabrics—handsome, dashing designs. The Continent, the Tyrol, the East, the Arctic, Scandinavia... all represented on these pages.

Yes, the accent is definitely international... and with McGregor as translator, a whole new world of global-inspired fashion awaits your inspection!

# McGREGOR



We hear much about the *average man*.

But we never meet him. He inhabits a world  
invented by the statisticians. For instance,  
the *average man* would wear a size 41 suit,  
but five men out of six wear some other size.

In fact we long ago discovered we had to make suits  
from size 32 to 56 and in fourteen body-types  
from extra-short to long-stout if we wanted  
to be perfectionists in fit. So we did—and we are.

And if you, too, are interested in perfection,  
the Hart Schaffner & Marx dealer is the one  
best able to help you achieve it.



*A Blue suit is the keystone of a man's wardrobe. There's none finer than our Marine Blue—a Triple Test® suit.*

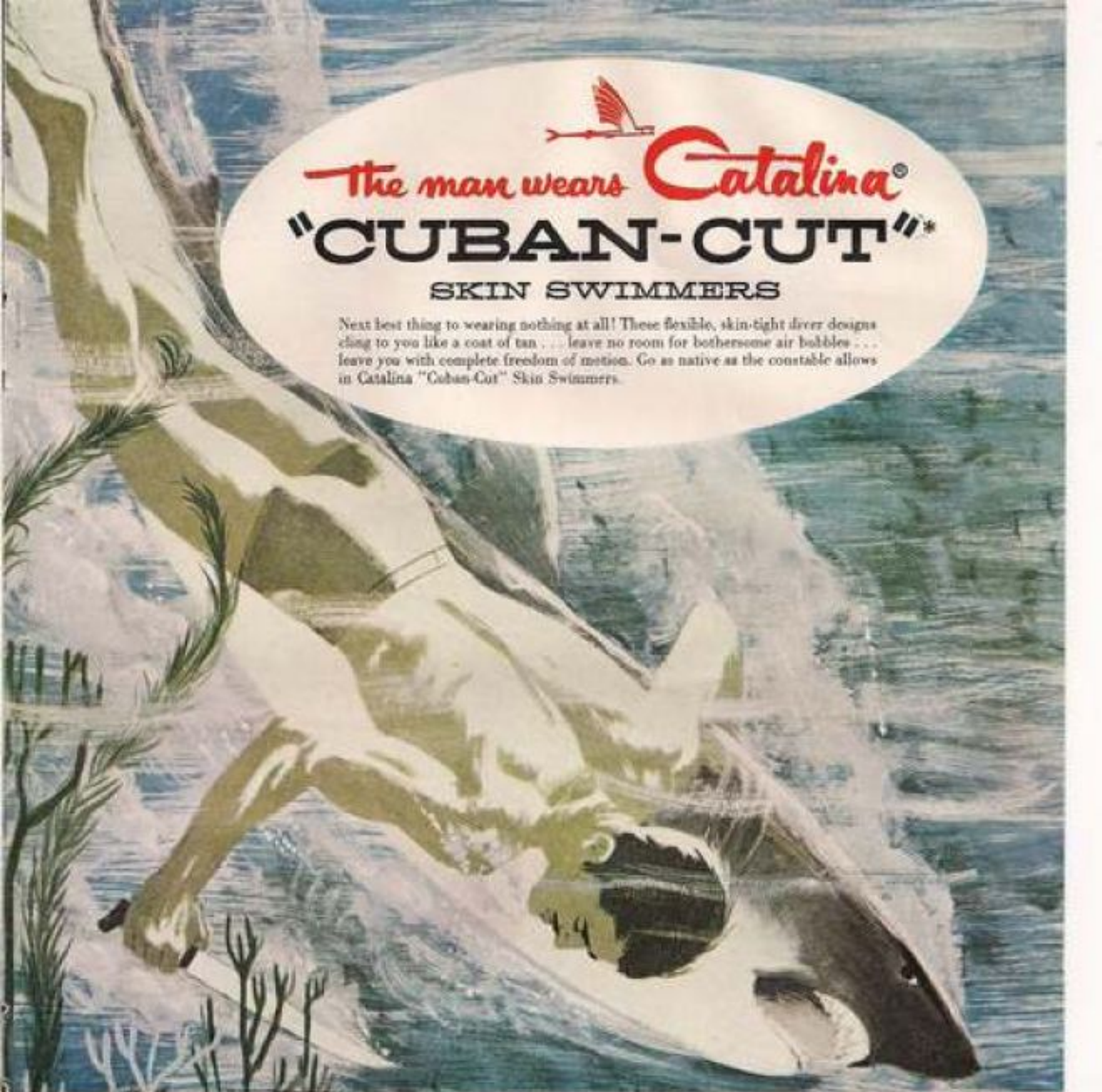
# HART SCHAFFNER & MARX®



The man wears **Catalina**<sup>®</sup>  
**"CUBAN-CUT"**<sup>™</sup>

**SKIN SWIMMERS**

Next best thing to wearing nothing at all! These flexible, skin-tight lycer designs cling to you like a coat of tan . . . leave no room for bothersome air bubbles . . . leave you with complete freedom of motion. Go as native as the constable allows in Catalina "Cuban-Cut" Skin Swimmers.



"JAMBOREE" . . . fully lined, woven cotton plaid, side-zip model, \$3.95.



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"LAS VEGAS" . . . plaid lycer with knit inner support, featuring new web pocket, \$4.95.



"BOARDWALK" . . . bottle lycer with knit inner support, featuring new web pocket, \$3.95.

At fine stores everywhere . . . Dept. CC

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# HATS—As healthy as they're handsome



**THE HAVELOCK**—The invention of Sir Henry Havelock of the British Army in India about 1850. Also known as the "kepi" and "forage cap" in other armies. The havelock shown here is worn by a French legionnaire. It's a handsome hat whose primary purpose is protection, to protect the back of the wearer's head and neck from the dangerous direct rays of the tropical sun.

NO MATTER WHERE YOU LIVE—in New York or New Caledonia—the purpose of your hat is to protect your eyes from glare, your hair from sun and soot, your head from icy blasts. That's the *primary* purpose of a hat. Don't go bareheaded—it simply isn't a very wise thing to do.

It's unkind to your sinuses, and definitely unkind to the hair on your head. There's a handsome hat waiting to improve your appearance—and to protect your head. Styled in shape and color to the moment, there's a *right* hat for the occasion wherever you go, or play, or work.



**"Wear a Hat—It's as Healthy as It's Handsome!"**

These fine hat labels have published this advertisement in the interests of good grooming and good health of American men.

DOBBS



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DUNLAP





**you're always young  
in Shangri-La**

SHANGRI-LA! . . . this new *Manhattan* pattern in pajamas and boxer shorts captures all the magic youthfulness and beauty of SHANGRI-LA. . . In blue, grey or tan washable cotton prints. Give him a matching set for a gift . . . and he'll be in paradise in *Manhattan* SHANGRI-LA.

*Manhattan*<sup>®</sup>

Pajamas \$5.00\* Undershorts \$1.50\*

© 1952 THE MANHATTAN SHIRT CO.

\*SUBJECT TO U. S. REG.



# Off to a flying start...in new

## NEW CORDUROY CREATIONS FOR GIRLS!

**A.** The full-circle sweep of this new Honeylane skirt is even more dramatic in fall's newest color, star sapphire blue. The skirt, in washable fine wide corduroy, also comes in sophisticated black and favorite bright red. Plastic patent belt. Sizes 7-14, **3.49**

Smart companion is the sassy front white cotton broadcloth blouse with pert jibby collar and tie. Front has 6 rows of crisp nylon acetate lace, with ruffled lace on sleeves. Washable. Sizes 7-14, **2.49**

**B.** After-school fun calls for a Honeylane car-coat jacket with toggle buttons, self-hook closings, Ivy-style patch pockets and a cozy collar that converts to a hood!

Matching Italian style pants (note new length) have tapered legs, Ivy-style adjustable buckle back, band top and zipper fly front... a manish side pocket, too! Both coat and pants are Sears fine wide washable corduroy. Mix or match 'em in star sapphire blue, red, or black. Sizes 7-14. Jacket, **4.98** Pants, **2.98**

**C.** Honeylane "Dutch Boy" suspender skirt can be worn with or without suspenders. Pegged skirt has soft, unpressed pleats. Washable, fine wide corduroy. Star sapphire blue, black, and red. Sizes 7-14, **3.98**

Cuddly Honeylane pullover in washable Orlon\* has the mock-turtle neck that's making sweater-set news... plus special stitching to give a full fashioned look. Rib knit neck, cuffs and bottom band. Yellow, white, black, red, turquoise. Sizes 7-14, **3.49**

**Mix 'em, Match 'em! Wash 'em, Dry 'em!** All girls' styles are designed so that any part of one ensemble will go with any other. Here, in three low-cost ensembles, is a complete school wardrobe... and it's all fully washable, carefree as clothes can be!

**4 easy ways to buy school clothes at Sears**—Purchases of \$20 or more can be made on Sears Easy Payment Plan. Sears stores feature the Lay-Away Plan, or Credit Purchase Coupon Books you can use like cash. Many stores offer Sears Revolving Charge Accounts, too.

Biltwel Ivy-style saddle with smart strap and buckle in back. White with real brown, or black. **3.98**



"Toggle" shoe worn with strap up or twisted down as a pump. Striped lining. Black, red, black patent. **4.98**



Classic Biltwel slip-on moc has long-wearing Searolite sole. Red, brown or black. Kerrybrooke teen sizes, too. **5.98**



**now!** *Magnificent  
McGregor sweaters  
crafted for  
sweater collectors  
of every age...  
and every class—  
from '17 to '73!*

# TRU-CRU SWEATERS...

**for the  
look  
of the  
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Class of '73—SCAFDAM    Class of '70—FIRE BELL    Class of '67—STORM CLOUD    Class of '62—GOLD NUGGET    Class of '56—VIN ROUGE    Class of '45—PACIFIC SKY    Class of '17—CORDOVAN

*New intimate blend of imported lambswool (for silky softness) and Shetland (for durability)...  
Result: warmth-without-weight elegance—in exclusive connoisseur colors!*

Inspired new colors! Authentic crew neck! Ruggedly warm! Light-weight! Designed for discriminating sweater collectors of all ages—from grad-Dad to pre-prep lad. Men's Tru-Cru \$10.00. For men of the future \$8.98.

NEW PENCIL-STRIPE SHIRTS—back-button, button-downs in pencil-thickness stripes... fine-line, soft, medium, hard. Men's \$5.95. School-pencil shirts for the future man \$3.98.

# McGREGOR

SPORTSWEAR Also boy-sized, boy-priced

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\*T.M.



We'll buy you  
a new shirt if this  
"Manhattan"  
Span Collar  
doesn't outlast  
the rest of the shirt

The Span is specially  
constructed (the fibres are  
twisted like steel cables)  
for men who are extra-rough  
on collars . . . in a regular  
point collar style, either fused  
or soft with angle stays.

\$ 450

*Manhattan*

THE MARK OF QUALITY SINCE 1857

THE "MANHATTAN" TIE - \$1.50

## NEW IDEAS FOR WINTER WARMTH!



Left: **HURRICANE**—lego-top length of shorn gabardine...tuned belt... hand warmer pockets with smart pleated walls. Brown, Grey, Teal-green and Skipper Blue. **\$19.95**

Right: **DAUNTLESS**—hip-length smart of shorn gabardine...distorted belt with original zipper slide buckles for true fit...genuine Tintex Collar. Brown, Grey, Teal-green and Skipper Blue. **\$19.95**

Here's a new slant on how to keep warm and always look smart. It's not done with mirrors but with the all-wool insulation and handsome styling of these Buck Skein Joe originals!

100% all-wool heavy quilted interlining throughout body and sleeves traps heat in—seals cold out. Original outside quilted back and shoulders add extra warmth and good looks. Flattering styles in extra-heavy, water-repellent shorn gabardine\* are fashion-right anywhere.

\*All-wool means everywhere or mail coupons for forward orders to nearest store. Money back if not completely satisfied.

Distributed solely in Canada by Joseph Gould & Sons Ltd.

## Buck Skein Joe

Buck Skein Joe, 212 Fifth Avenue, New York 10, N. Y., Dept. P-11  
Please send me the Buck Skein Joe Jacket checked below:

Color	Size	Men's Price	Boys' Price
Dauntless	_____	\$19.95	\$16.95
Hurricane	_____	\$19.95	

Men's sizes: 34-42 • Boys' sizes: 8-12  
I enclose my check or money order for \$\_\_\_\_\_ (Make all remittances payable to Buck Skein Joe)

Name \_\_\_\_\_

Address \_\_\_\_\_

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



# Florsheim

quality

*Neither value nor economy depends necessarily on how much you spend, but rather on what you get! Florsheim Shoes are made to look better and to last longer... so that you spend less in the long run for the finest shoes it's possible to make. Figure your shoe costs by the month and by the mile, and you'll choose Florsheims!*

*The KENNEDY, S-1101, popular U-aring tip style.*

The Florsheim Shoe Company  
Chicago 6 • Makers of Fine Shoes  
for Men and Women

"My beer is  
**RHEINGOLD**  
—the **DRY** beer!"

SAYS PAT BURRAGE,  
MISS RHEINGOLD 1950



PHOTOGRAPH BY PAUL HARRIS

CONTAINS SUGAR FOR WHOM ENJOYED BY SOME OF BEST FIGHT AGAINST

**Rheingold**  
**EXTRA DRY**  
*Lager Beer*



*It's beer as beer should taste —*  
*the one and only **EXTRA DRY!***

THE BEER that more New Yorkers buy is the *one and only* Extra Dry — Rheingold! For Rheingold's distinctive *extra dryness* is the clean, clear, real-beer flavor come through. It's *always* beer as beer should taste!

All over town, more than 2,000 of our *EXTRA DRY!* Rheingold dealers are ready to serve you.

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BREWED BY *Pilchmann Breweries*, BREWERS FOR 117 YEARS, 212, 107-109 NEW YORK, 1014.



# Sunnybank Salutes

**Mrs. James A. Fair, Jr.**

Manhattan Beach, California

Her television snacks are rated tops—her margarine is extra-fresh Sunnybank



Television gets plenty of competition at the Fair home—with daughter Jean's talented singing and Mother's inspired cooking. Mrs. Fair serves superb after-show snacks—most of them made with Sunnybank Margarine. A long-time booster for Sunnybank, she says: "Everyone who tastes it in my home remarks on Sunnybank's delicious, fresh flavor." To her that's top recommendation for any spread!

#### TRY MRS. FAIR'S TUNA PINWHEELS

Make biscuit dough from 2 cups biscuit mix, adding 4 tbsps. melted Sunnybank to enrich it. Set aside and make filling:

1/2 cup chopped celery	1 cup peas
2 tbsps. Sunnybank	2 tbsps. chopped pimiento
1 7-oz. can tuna	1 egg, slightly beaten

Cook celery in Sunnybank till just tender. Add tuna, peas, pimiento. Remove from heat, add egg and mix well. Roll biscuit dough into rectangle 1/4 in. thick. Spread with tuna mixture. Roll up like jelly roll, sealing edges. Cut in 8 slices. Place in greased baking dish, brush with softened Sunnybank, and bake at 400° F. about 15 min. Serve with Cheese Sauce (see picture-recipe at left).

© 1954 Sunbeam Products Company • Head Office: San Francisco



**Cheese Sauce:** Blend with spoon 1 tbspcornstarch, 1/4 tsp. dry mustard, 1/2 tsp. salt, 1/4 tsp. paprika, 4 tbsps. Sunnybank. Stir over low heat till Sunnybank melts.



Add 2 cups milk; stir constantly till thick. Stir in 1/2 lb. grated American cheese. A fine sauce for vegetables, too. Always make it with Sunnybank, for flavor superb!

#### AVAILABLE TWO WAYS:

**Ready-to-serve**—four golden yellow cubes, individually wrapped in parchment-lined foil.

**Ready-to-color**—in handy Measure Guide carton (in states where colored margarine cannot be sold).



**AT SAFEWAY**

Freshness counts in any spread! And Sunnybank is guaranteed extra-fresh. Made in limited quantities, rushed fresh from producer to warehouse to your store.

*Good cooks prefer Sunnybank the extra-fresh margarine!*

Now! A Revolutionary New Sole!

Light as a feather...  
tougher than leather!

# BILTRITE NURON SOLES

**F**ORGET all your old ideas about shoe wear and comfort. Bilrite Nuron Soles introduce a new standard in economy... a new era of walking ease.

Bilrite Nuron is a totally new development in sole materials... not leather, not rubber, not plastic. Yet, thickness for thickness and size for size Bilrite Nuron Soles are much lighter in weight... far more comfortable underfoot. What's more, they outwear leather 2 to 1—are waterproof, skidproof, and so strong they actually help to keep shoes in shape.



Look for Bilrite Nuron Soles. Look for them on new shoes... ask for them by name at leading shoe repair shops.

**BILTRITE**  
HEELS AND SOLES

PRODUCTS OF  
**AMERICAN BILTRITE**  
RUBBER COMPANY

APPROXIMATELY... BILTRITE RUBBER COMPANY, CHICAGO, ILL., U.S.A. • AMERICAN TEE & RUBBER CO., WASHINGTON D. C. • PATHEFRANCO RUBBER CO., CHICAGO, ILL. • AMERICAN TEE & RUBBER CO., MONTREAL, QUEBEC, CANADA • PATHEFRANCO RUBBER CO., LTD., MONTREAL, QUEBEC, CANADA

ALSO MAKERS OF FAMOUS



AMTICO RUBBER FLOORING

# With a Flair for casual smartness

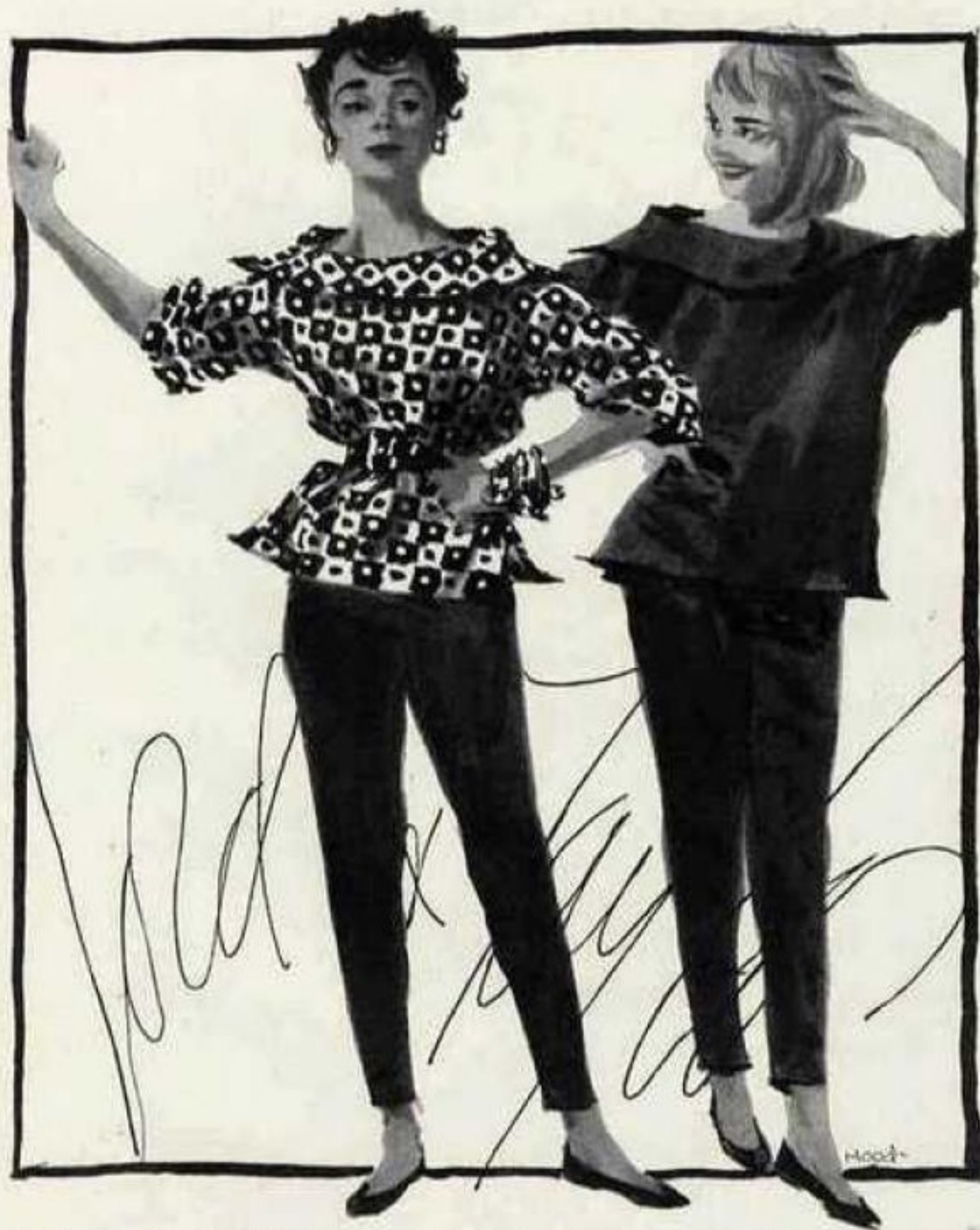
Want comfort? Want good looks, too? Get yourself an Arrow Dude Ranch sport shirt. This collection includes beautifully tailored neat checks and plaids. It features the regular-length sports shirt collar, or new short points. (The collars on all Arrow sports shirts have the new *Arasfold* construction that makes them look, fit, feel better.) Fabrics are colorfast, "Sanforized"® cottons. \$5.95. Why not pick out a few now. Cluett, Peabody & Co., Inc.



**Arrow**  
dude  
ranch



Another smartly styled **ARROW SPORTS SHIRT**



**A little summer theatre of your own**—in the thinnest of pinwale cord.  
Black peg pants, 7.95—black and white jerkin, 8.95—black jerkin, 10.  
by Junior Miss of California. In the Young New Yorker Shop, Lord & Taylor,  
New York, Manhasset, Westchester, Millburn, West Hartford, Bethesda-Cynwyd

# ROBLEE.

The open-collar feeling in leather



## The Multi-vent—this season's breeziest shoe feels as good as it looks

This thoughtful wife is giving her husband a cool start on a hot day—and his Roblee Multi-vents are going to help him stay that way.

Some 600 vents in each shoe take care of the air conditioning. And the leather's so supple he can walk all he pleases—weightlessly.

Like every Roblee shoe, the Multi-vent has the famous "open-

collar feeling"—a supple blend of select leather and style that makes them as flexible as your foot!

See for yourself. Try on the Multi-vent and cool off! Roblee Division, Brown Shoe Company, St. Louis.

In two-tones, too—Brown and White or Black & White. Also in solid Black, Brown or Maple.

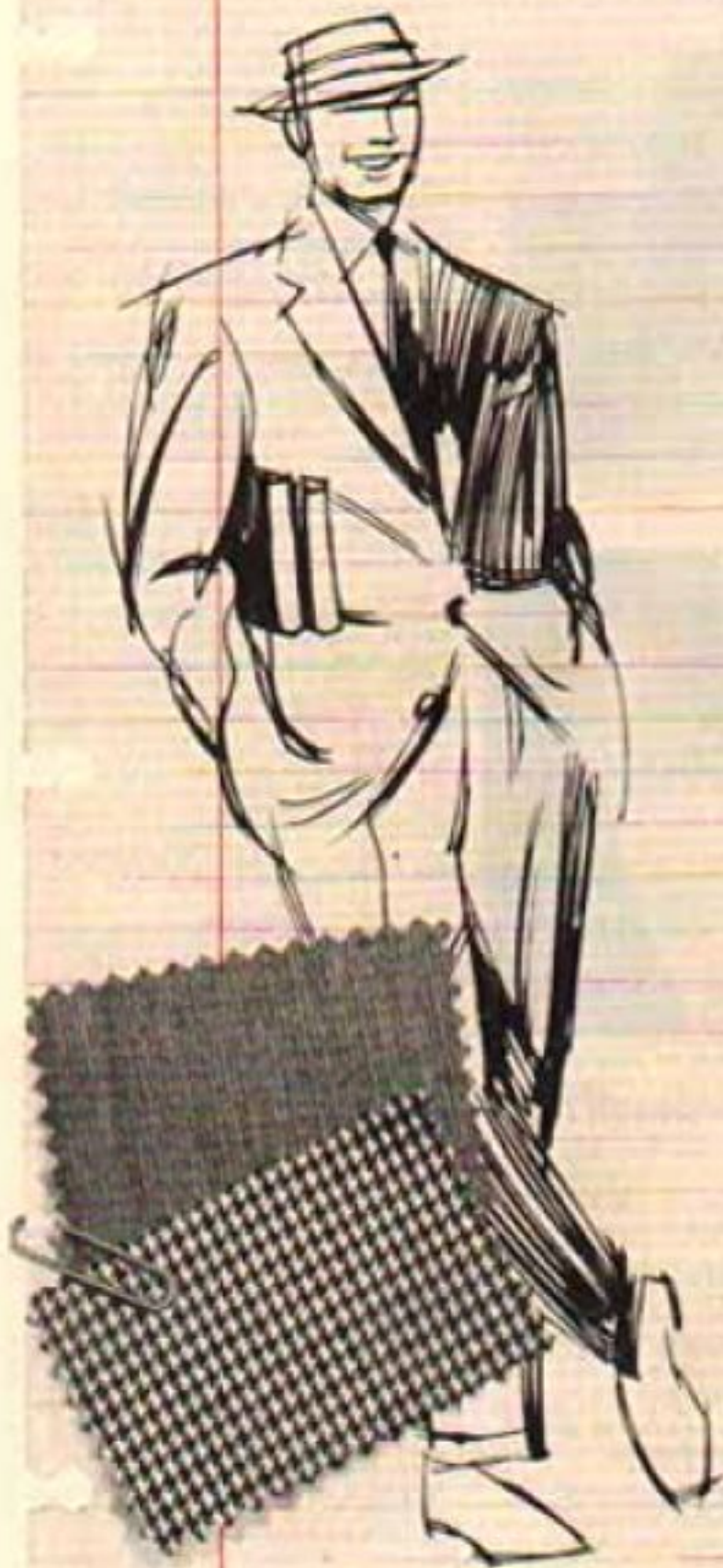


by **ROBLEE** 1395

Other Roblee Styles, \$20 to \$24.95  
Slightly Higher Durable Weave



Economics I  
fall '52



1. why man-made fiber  
fabrics by Robbins  
are important in wardrobe  
a- they're good looking  
b- they're right  
anywhere - all seasons  
c- they're priced right  
for school budgets

Tomorrow's assignment -  
See fall suits, slacks,  
jackets of  
**ROBBINS**  
fabrics



*a feast for the eyes!*

What more could a man ask for! Just one touch of new, soft, smooth, Vanuana Sport Shirts and you'll be humming "Sweet Leilani" all season long. As luxurious and rich-looking as a tropical paradise . . . as cool and exciting as a night in Waikiki. Sixteen bright, solid, South Sea colors that dance before your eyes. Short sleeves, \$3.65 or long sleeves, \$4.50.

Phillips-Lewis Corp., N. Y. 1, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars



**Van Heusen** 

**Vanuana sport shirts**

Fashion Academy Award 1951 



*"By George, I boycotted the stuff.*

*Then I found this...made in Peoria, Illinois!"*



We'd never sell Peoria short. But even better than where our Vodka is made is how it's made. You see, we distill Hiram Walker's Vodka clearer than the glass that holds it—from pure American grain. An improvement? Gospodin, you should try it!

80 AND 100 PROOF • DISTILLED FROM GRAIN • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS





## The man in the Viyella shirt

**V**IVELLA is worn in England from a cunning mixture of lamb's wool and long-staple Egyptian cotton. Run your trigger finger over Viyella and you'll feel its extraordinary smoothness without weight.

Viyella is neither too bulky to be worn under a coat—nor too thin to be worn alone. Take it on the toughest field trial—and it will never chafe at the neck or wrist. Send Viyella to the laundry. Decades of

washing will not shrink or fade it. Viyella wears and wears and wears.

Look carefully at the shirt above. Notice Hathaway's scrupulous matching—you can hardly see where the pocket begins and ends. And don't miss that follow-through freedom around the shoulders.

We call this particular Hathaway style the "Suburban Shirt." Unlike most outdoor shirts, it takes a tie perfectly, and it

comes in exact neck and sleeve sizes. You'll find a tremendous choice of patterns and checks at most better men's stores.

**IMPORTANT:** Beware of cheap imitations for Viyella. It has a wool content of more than 70%. If you can't find the real thing, write to Hathaway, Waterville, Maine—Telephone OXFord 7-5566 in New York. Every Viyella garment bears a Viyella label.

# HOPALONG CASSIDY

ACME  
COWBOY  
BOOTS



NEW  
OFFICIAL  
DESIGN



For boys and girls,  
priced according to size . . .

6.95 to 12.95

## Here's your pal . . . HOPALONG CASSIDY . . . and his brand new cowboy boots!

That's right, boys and girls! . . . these handsome new boots are Hoppy's very own! You'll be proud to own them, and you'll really get a lot of fun wearing them!

You'll enjoy their beauty and comfort for a long time, because they are made by the most expert craftsmen at Acme, the world's largest makers of cowboy boots! Get your pair right away!

Your Acme dealer has a colorful assortment of these brand new Hopalong Cassidy cowboy boots! See them as soon as you can!

ACME BOOT COMPANY, CLARKSVILLE, TENNESSEE

© "Tested in the stirrup . . .  
where it really counts"



World's largest makers of cowboy boots



Let your own TASTE and THROAT be the judge!

# There's never a rough puff in a Lucky

*Because Lucky Strike Means Fine Tobacco!*

Ray Bolger, famous star of stage and screen, as he dances in his Broadway smash hit, "Where's Charley?"



**RAY BOLGER** says:

*"Cigarettes, like dancing, must be smooth to be really enjoyable. I go for Luckies' fine tobacco!"*

Right, Ray . . . you can always count on Luckies to give you the real smoothness and deep-down smoking enjoyment you want. And, smokers, you can depend on Luckies because Lucky Strike means fine tobacco—ripe, light, naturally mild tobacco that's always smooth. Yes, let your own taste and throat be the judge. Find out for yourself—get a carton of Luckies today!

**Lucky Strike . . . so round, so firm, so fully packed—so free and easy on the draw**

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**STRIKE!**

**WESTMINSTER SOCKS  
SCORE WITH MEN**



**BY APPOINTMENT  
TO THE WORLD'S  
BEST-DRESSED MEN**

The serenity of success is apparent in the calm mien of the man in the Burberry coat. He is aware that the finest weavers in the British Isles have loomed their lives into the fabric of his coat... that the most talented tailors in London have fashioned superiority into every stitch... that he has achieved an effect of casual elegance known to the world's best-dressed men.

*All Burberry Coats have this authentic check pattern.*

**Burberrys**



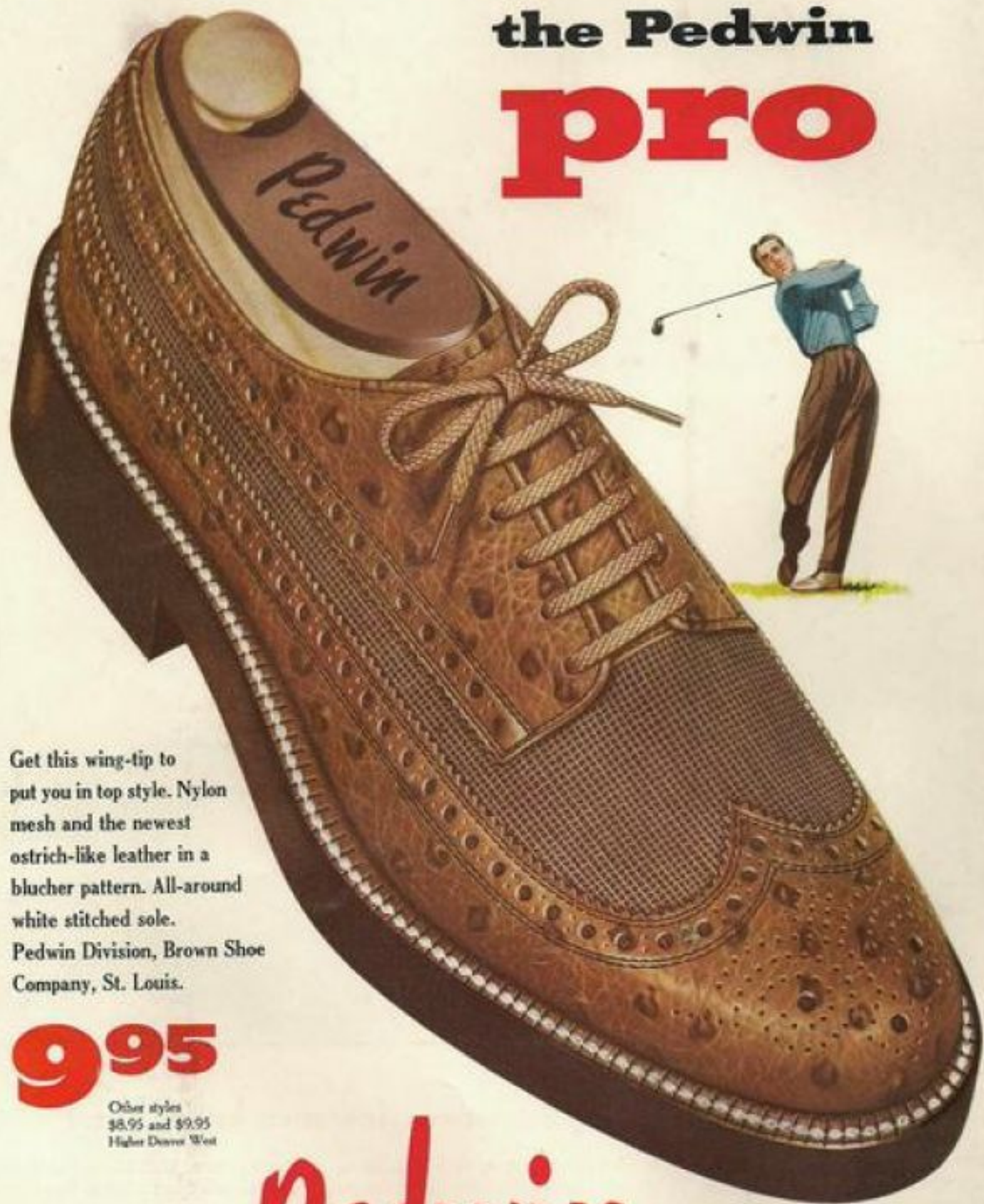
*Limited in distribution to the finest gentlemen's outfitters. For nearest shop, write to: BURBERRYS, LTD., 11 E. 38th St., N. Y. 16, N. Y.*

ALSO AVAILABLE THROUGHOUT CANADA

New wrap-around wing-tip in cool nylon mesh

the Pedwin

**pro**



Get this wing-tip to put you in top style. Nylon mesh and the newest ostrich-like leather in a blucher pattern. All-around white stitched sole. Pedwin Division, Brown Shoe Company, St. Louis.

**995**

Other styles  
\$8.95 and \$9.95  
Higher Duvor West

**pedwin**  
YOUNG IDEAS IN SHOES



MAR 1952						
SUN	MON	TUE	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MONDAY  
8  
SEPTEMBER

NEXT MONTH

OCTOBER						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

*Today sure!*  
 ① Get a suit  
 ② Don't pay a fortune  
 ③ Be sure to ask for  
 suits, slacks and  
 jackets of  
**ROBBINS**  
 Misty Cords + Misty Jobs



*The ones  
I've seen  
look great!*

252 Monday, September 8, 1952 114

At good shops everywhere. For the store nearest you, write to Robbins Mills, Inc., 1407 Broadway, New York 18, N. Y.



**THE SPORTING THING  
TO WEAR...**



**FAMOUS**  
*Norwich Skivvies*<sup>®</sup>

Worn by athletes throughout America, Skivvies give the ease of action so necessary in the world of sport. For tennis, golf, fishing, or just plain relaxing, you will find Norwich Skivvies fill the bill. The famous Norset<sup>®</sup> process guarantees you perfect fit throughout the life of your Skivvie. Special features are the nylon reinforced collar, the "never-rip" shoulder seams and that tailor-made appearance every man and boy strives for. Made of full combed yarns. Skivvies now come to you in the NEW Duo-Pac. Available in assorted colors.

BY  
*Norwich*

SHRINK RESISTANT  
"NORSET" PROCESS  
T.M. REG.

<sup>®</sup>The exclusive NORSET (Stay-Fit) Process protects against shrinkage.

NORWICH MILLS INC., NORWICH, N. Y. Plants: Norwich, N. Y.; Clayton, N. C.



America's most wanted gabardine

# alligator

**GOLD LABEL**

*the coat you'll live in*

... around the clock  
around the calendar

**100% All-Virgin Wool  
Worsted Gabardine!**

So smart, so comfortable,  
so truly *right* for  
all-weather wear... that's  
the one and only  
Alligator Gold Label!  
A luxurious, finely woven  
fabric, water repellent  
processed to guard you  
and your clothes in *any*  
weather. A truly great  
coat and a great value...

\$42<sup>75</sup>



There's an Alligator  
for you in the style,  
color and fabric you  
like best... water re-  
pellent or waterproof.

\$7.50 to \$53.50



BETTER DEALERS FEATURE:

# ALLIGATOR

*Rainwear*

because... IT'S SURE TO RAIN!

THE ALLIGATOR COMPANY • ST. LOUIS • NEW YORK • LOS ANGELES

SUCCESS

STANDS

OUT

IN

JOHNSTON & MURPHY

*The finest shoes a man can buy!*



The new ZERMATT by Johnston & Murphy

Great comfort with smooth Manlyella Calf. About \$27 at Macy's, New York, Wholesale & Hardy • Chicago, Maurice L. Echter • Beverly Hills, The London Store • Fort Worth, John L. Ahe • Kansas City, Woolf Brothers • Minneapolis, Maurice L. Koller • St. Louis, Maurice L. Koller • Seattle, Maurice L. Koller • Denver, Maurice L. Koller • Dallas, Maurice L. Koller • Houston, Maurice L. Koller • Phoenix, Maurice L. Koller • Salt Lake City, Maurice L. Koller • San Francisco, Maurice L. Koller • San Diego, Maurice L. Koller • San Jose, Maurice L. Koller • Sacramento, Maurice L. Koller • Tampa, Maurice L. Koller • Washington, D.C., Maurice L. Koller • Wichita, Maurice L. Koller • Other cities with Johnston & Murphy, Newark, N.J.

Vintage Ad Service  
Security Mark



# make the clothes that make the woman

Meet the leading look for spring: the dashing cape over the Empire sheath. Meet *our* version: wool and chiffon under gray-flecked tweed . . . the total in tones of violet. You might turn to apricot. Or why not blue for evening . . . the dress in shantung and voile, the cape in rich silk crepe? Do it our way . . . do it

your way. But do it the easiest way: McCalls' Easy Rule® feature lets you fit without fussing! Before you buy so much as a box of pins . . . check McCalls'. Our March Pattern Catalog is at fine stores now . . . with patterns designed just for McCalls' by Givenchy, Triguère, Galanos, Emilio of Capri!

**McCall's**  
PRINTED PATTERNS  
A DIVISION OF MCCALL CORPORATION

*remember: better fabrics make better fashions*

*Artist Robert Fawcett captures a moment of companionship  
in Mexico's internationally famous Acapulco.*



## In exotic Acapulco...

*Here, too, you find The Pause That Refreshes, with ice-cold Coca-Cola.*

*Because good taste itself is universal, enjoyment of Coca-Cola has become a welcomed social custom in over 100 countries.*

*Have a Coke... the best-loved sparkling drink in all the world.*



**SIGN OF GOOD TASTE**



"Dress right—she can't afford not to."

## There's an Old World Elegance in new "Spanish Mosaics"



From the brilliant grandeur and luxury of old Spain comes the idea for this elegant new wardrobe by Van Heusen. The secret of "Spanish Mosaics"—an intricate "inlaid" weaving process—is an ancient one. But its look is as new and exciting as your next trip abroad. This is Van Heusen's finest . . . in Barcelona Blue, Granada Green, Toledo Tan. Dress Shirt, \$5. Sport Shirt, \$5.95. Pajamas, \$7.95. Neckwear, \$2.50. Shorts, \$1.95. Handkerchief, 75¢.

Another fashion wardrobe by

# VAN HEUSEN®

At better stores everywhere, or write to Phillips-Jones Corp., 417 Fifth Avenue, New York 16, New York. Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Sweaters

ESQUIRE : December



Call Esquire's Shopping Service in any of the cities listed on page 8 to learn where you can buy this merchandise.



# Alfred of New York

## Adventure in Resort Wear in Tootal Super Linen . . .

Leisure Wear by Alfred of New York that takes on a new fashion significance inspired by sportsmen in Bermuda and on the Riviera. Of Tootal's Imported Super Linen marked Tebilized\* for tested crease resistance.

SLACKS, SHIRT JACKETS AND WALKING SHORTS IN TOOTAL SUPER LINEN. Rust, toast, canary, ivory, natural and navy.

Slacks, Even Sizes, 30-44 . . . \$30.00 | Short Jacket, small, medium, large, extra large . . . \$22.50 | American Walking Shorts, Even Sizes, 30-44 . . . \$14.50  
 Short Sleeve . . . \$22.50 | Long Sleeve . . . \$23.00

LEISURE SHIRT IN LIGHTWEIGHT CREASE-RESISTANT LINEN. White, light blue, navy, canary and toast.

Small, medium, large, extra large. Short Sleeve . . . \$15.00 | Long Sleeve . . . \$17.50

AVAILABLE AT THESE FINE STORES:

NEW YORK . . . . .	WALLACHS	CLEVELAND . . . . .	T. E. SMITH & CO.
BEVERLY HILLS . . . . .	JERRY ROTHSCHILD	EVANSTON . . . . .	MAURICE L. ROTHSCHILD & CO.
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		SAN FRANCISCO — OAKLAND . . . . .	HASTINGS

TOOTAL Super Linen woven in Ireland

Finished in U. S. A.

or write . . . Alfred of New York, 10 East 40th Street, New York 16, N. Y.

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



## winning colors

Take the lead this Spring in a suit so new in fabric pattern and color that it sets the fashion trend of the year, and for some time to come. That's Futura by Hart Schaffner & Marx. Contrasting touches of color stand out from subdued backgrounds of tans, grays or blues, giving a third-dimensional effect to the appearance of the fabric. It is the sort of suit that will raise your spirits but not your eyebrows. Most important, whichever model you choose, it will have that air of distinction so characteristic of tailoring by Hart Schaffner & Marx.



*This handsome Futura suit is the 2-button patch pocket version of the new Trend model.*

*Tommy*

# HART SCHAFFNER & MARX®

# NO CIGARETTE EVER WENT SO FAR SO FAST!



"Went a thousand to find a filter cigarette with a real cigarette taste, and the best filter of them all. There's nothing like L&M Filter!"

*David Wayne*

Top of the Proctor from Long  
The Publisher of the "Chicago Press"

## Thousands of Big-City Dealers Report— L&M LARGEST SELLING FILTER CIGARETTE!

These L&M Filters were just on sale across the country they have gained a nation-wide demand never before equaled by any other cigarette in its class.

Already, thousands of Big-City dealers report—L&M their largest selling filter cigarette!

Why have L&M Filters rilled up sales records like that? Because for the first time their big smokers are getting what they want... much more flavor and aroma with much less nicotine.

**MIRACLE TIP**



## FROM L&M TO YOU

### JUST WHAT THE DOCTOR ORDERED

It's the filter that counts! And L&M has it for the best filter. L&M's exclusive miracle tip contains Alpha Cellulose for most efficient filtration.

Get much more flavor, much less nicotine. Smoke L&M Filter—America's highest quality and best filter tip cigarette.

Yes, this is it! L&M—the light and mild filtered smokable



AMERICA'S HIGHEST QUALITY FILTER TIP CIGARETTE

