

How Mild can a cigarette be?



Smoke **CAMELS**
and see!

YES, every day, more and more smokers are proving to themselves how mild a cigarette can be! They're making their own Camel 30-Day Mildness Tests...smoking Camels and only Camels.

It's the sensible test! No map judgments based on one puff or one sniff. Not just a moment, one-tahle comparison. Instead, you smoke Camels—and only Camels—giving them a real, day-after-day tryout. You judge Camel's choice tobacco in your "T-Zone". Once you've made the Camel 30-Day Test, you know how mild a cigarette can be!

"MILDNESS is all-important to me as a singer. I smoke the cigarette that agrees with my throat—CAMEL! They're mild! They taste great!"

Ezio Pinza
FORMER STAR OF "SOUTH PACIFIC"

MADE FOR YEARS as one of the all-time greats of the Opera, Ezio Pinza recently became America's No. 1 musician when he signed for "South Pacific". Actor, singer, athlete, Mr. Pinza chooses his cigarette to smoke with the same care as the roles he plays.

SMOKERS ARE TESTING CIGARETTES MORE CRITICALLY THAN EVER BEFORE!

More People Smoke Camels
than any other cigarette!

Make your own 30-Day Mildness Test in your own "T-Zone"
(T for Throat, T for Taste). See if you don't change to Camels for keeps!



Ever So Smart, So Debonair

What is so fair...so brimming
with trim, good looks and vitality...
as today's up-to-date Americans?
They favor the new light look.
And everything in the land
reflects their preferences.

Move toward the light look.
Look smart. Stay young
and fair and debonair. Be
sociable. Have a Pepsi—the
lighter Pepsi of today, reduced
in calories.



PEPSI-COLA the **Light** refreshment



PALM BEACH

gives you the look you like in Springweave! ... year-round comfort and fashion

Here are the men that look wonderful ... and wonderful in almost every day of the year. The exclusive Springweave blend of 80% Italy Angora mohair and fine single-knot provides the unique natural softness that makes it so comfortable.

It's the reason Springweave is so successful. Light, yet "felt-backed" it's also the reason you can wear Springweave with confidence in warm weather—and with equal

confidence during your travels—and the Springweave suits are particularly easy for men to adjust when on business. So the classic 1955 Springweave collection at your favorite men's store. You'll find handsome new color and fabric options—some meant just for you in subtle shades. All featured in the "Palm Beach" Springweave collection. Springweave suits are priced at \$1100.



in any other principal brand!

These scientific tests—confirmed by the independent consulting laboratories—prove Lucky Strike is mildest of six major brands tested!

PHIL HARRIS says to **ALICE FAYE**:

"Luckies sure taste mild and smoke smooth!"



For the rich taste of fine tobacco—for smoothness and mildness...

THERE'S NEVER A ROUGH PUFF IN A LUCKY!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco



c'mon in ... the wearing's fine

Completely washable! They take to water like a mermaid. We're talking about the new—and we mean *new*!—Van Gab sport shirts. *Gabardine*... like you've never seen! *Silly-smooth gabardine*... with a new luxurious softness! *Finer-woven gabardine*... that wears and wears and wears! We've tailored this fine fabric with famous Van Heusen magic seamanship. Full-cut for action... figure-tapered for looks! Shown here is famous California Lo-No model with exclusive two-way collar... smart with or without a tie. Completely washable, stays size-right, color-fast, **\$4.95**. See Van Gab gabardine in other smart models—\$2.95 to \$5.95.

The Tie: Van Heusen Washable Poplin or 100% Nylon, 18 solid-color Spartans... \$1.50 each. Philip-Jones Corp., New York, L. Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shorts

FREE Suit for You!



Take Only 5 Orders for Quality Made-to-Measure Tailoring in 30 Days or Less, Collect and **KEEP BIG ADVANCE CASH COMMISSION!**

When Suits are Delivered, We'll Send YOU This Fine Made-to-Measure Suit **ABSOLUTELY FREE!**

Nothing to Buy! You Invest NO CASH—ever!

Why pay money for a suit when you can get one FREE in this easy way! Simply show your friends, neighbors, fellow-workers our great line of made-to-measure suits and topcoats and take their orders. Most men prefer to wear made-to-measure clothing and when they see the more-than-100 high quality fabrics and the full-color illustrations of all the up-to-the-minute styles—and when they learn the low prices for made-to-measure fit and quality—you'll take orders right and left. At the time you take orders you collect and **KEEP A BIG, GENEROUS CASH COMMISSION.** And by taking only 5 orders in 30 days or less, you not only pocket the big commissions, but we will send you a suit for yourself of your own choice and made to your personal measure—**ABSOLUTELY FREE** as an **EXTRA REWARD**—when the suits are delivered to your customers! Here's more good news, too . . .

YOU DON'T NEED ANY MONEY to get started right away. We send you absolutely everything you need to start earning good money and **FREE SUITS**—and it's all yours **FREE!** **SEND NO MONEY**, now or ever, to get the valuable Tailoring Outfit described below. Just **MAIL THE COUPON TODAY!**



Make up to \$30.00 in a Day with this Valuable Money-Making **SAMPLE CASE** WHICH IS YOURS **ABSOLUTELY**

FREE!

Here's What You Get **FREE!**

- Sample case and over 100 actual fabric samples
- Big beautiful full-color display of all styles

This handsome professional-looking Sample Case contains everything you need to start earning good money right off the bat. You can start out in spare time hours—during luthchime, on weekends, and after work—and you can earn up to \$30.00 in a day. All over America men are adding money to their regular wage in this very pleasant way. You don't need any previous experience or any tailoring knowledge. Our fool-proof system of taking measure is easy to follow. You'll find all measuring equipment and simple instructions right in the Sample Case.

- Easy measuring instructions and equipment
- Money-making plans and **FREE SUIT** as extra reward

The Case is just jam-packed full of more than 100 actual fabrics for suits and topcoats, a big full-color style display of over 50 of the last-minute styles in made-to-measure clothing. You can start at once after those fine cash earnings and your **FREE suit!** Remember you **DON'T SEND A PENNY—now or ever!** If you're over 25 years old, this big valuable Tailoring Outfit is yours just for the asking—**ABSOLUTELY FREE!** Make sure you get yours—fill out the coupon at right—**AND MAIL THE COUPON TODAY!**

STONE-FIELD CORP., Dept. W-865
532 S. Throop St., Chicago 7, Ill.

Please rush **FREE** the big valuable Sample Case filled with actual fabrics, style display and everything I need to start after my first profits and a **FREE suit.**

Name.....Age.....

Address.....

City.....State.....

STONE-FIELD CORP.

532 S. Throop St., Dept. W-865
Chicago 7, Ill.

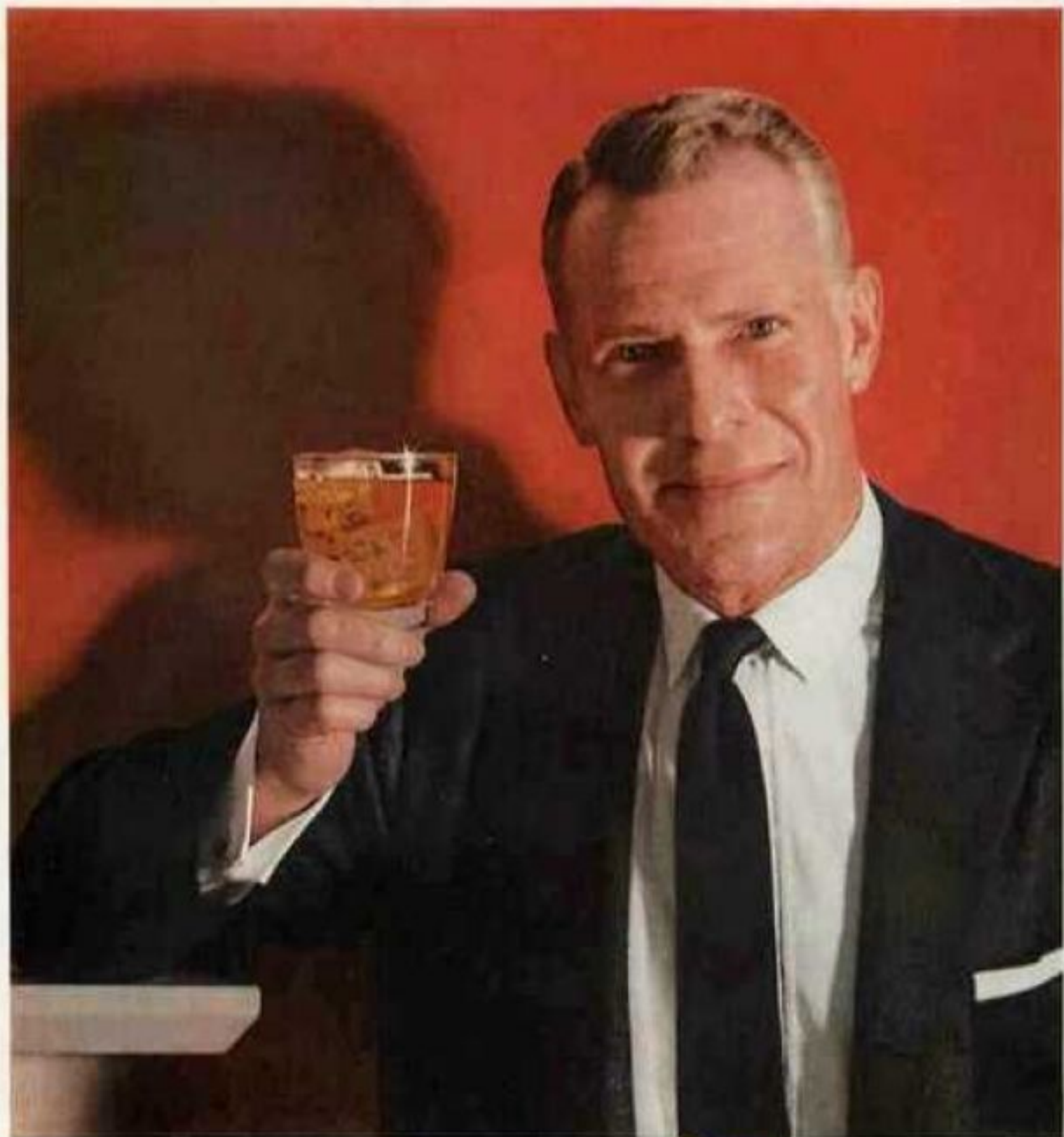
Ballantine Ale
begins where
other brews
leave off...
in flavor...
in satisfaction



The LIGHT ale
that's strong on flavor



Try it for a change...and you'll never change back!



Your Key to Hospitality

The Final Choice of Mature Tastes

Most of us go through "growing pains" in our choice of whiskey. But when taste maturity finally arrives—there's usually one that's honored as our ultimate selection. So many men of mature judgment have adopted Old Fitzgerald that we dare suggest that you, too, discover whether your taste is ready for it.

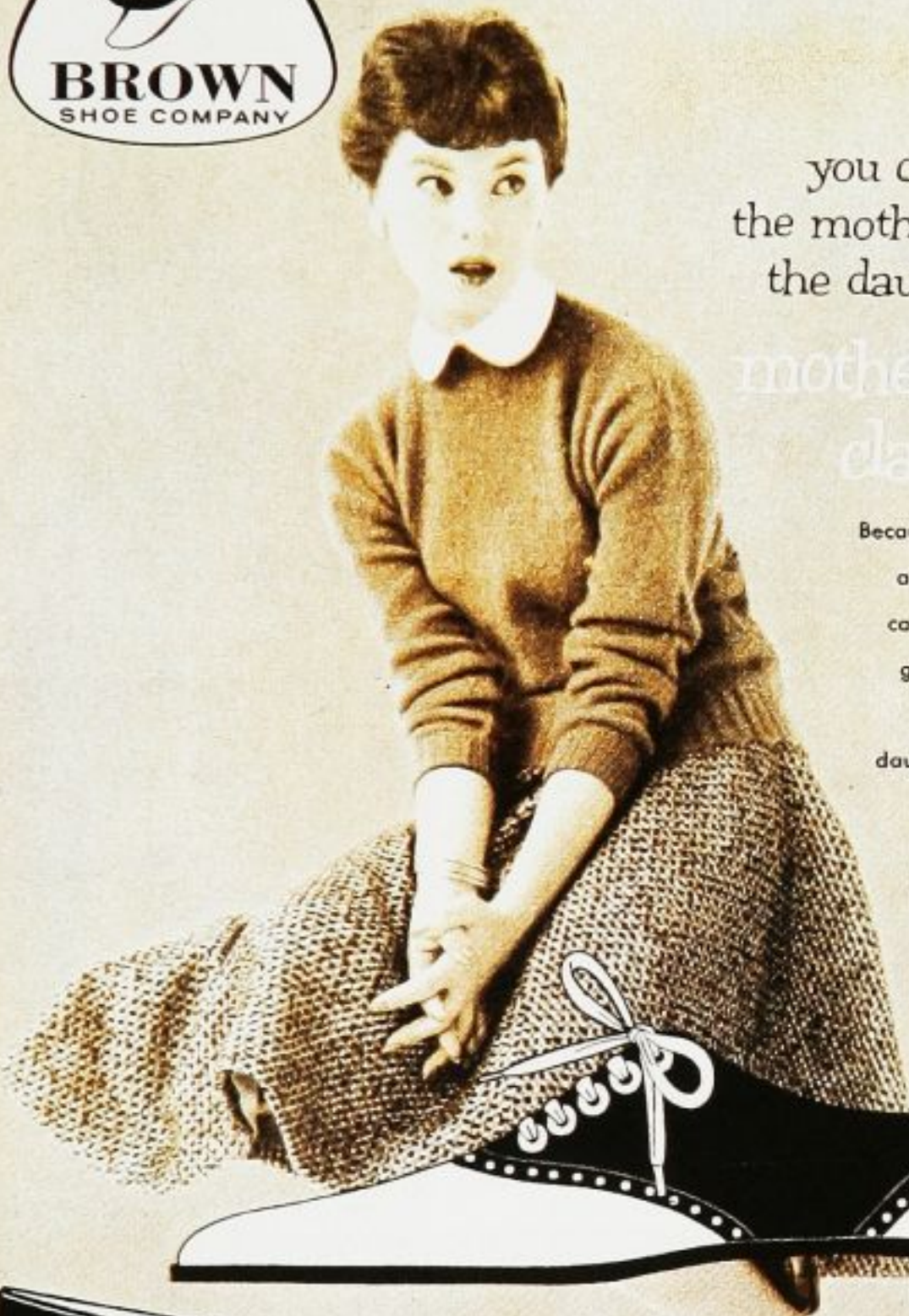
Old Fitzgerald
ALWAYS BOTTLED IN THE
SPECIAL MARY



SIX YEARS OLD • 100 PROOF • KENTUCKY STRAIGHT BOURBON • STITZEL-WEILLER DISTILLERY • ESTAB. LOUISVILLE, KY., 1843



Quality at your feet



you can't tell
the mothers from
the daughters in

*mother-daughter
classics*

Because everybody looks young
and has fun in these easy-living
casuals. And this year we've
given them a sophisticated new
slenderness that mothers and
daughters will both look smart in! Why
not try them on together?

Shoes Illustrated

6.95

Other styles, 6.95 to 10.95
Higher Denver West

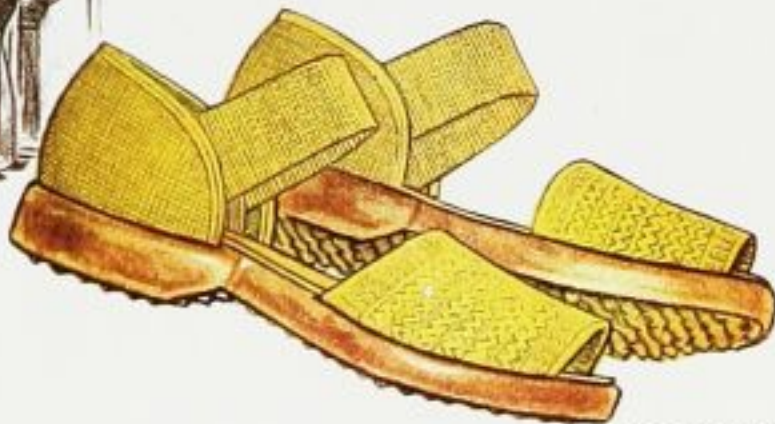


westports by *life stride*

You're the Casual Type in Keds



You feel a different guy the minute your feet sink into a pair of Casual Keds. Here's quiet, cushion-y luxury that offers a life of ease all day. Your feet are on an air-cooled vacation in these summery shoes that breathe when you walk. And they come in so many handsome styles and colors—all washable—you can wear Keds everywhere!



BOOSTERS

Brown, Blue, Natural, Faded Blue Denim, Moire Brown, Moire, Green, Claret.



BAREFOOT SANDALS

Team these with "Keds" or sleek Instaslings woven with Latex, Moire, Claret.



DENIM SLIP-ONS

Instep goes made with Latex sling yet never bind. Brown or Faded Blue Denim.

LOOP-TIES

Town smokies, are right at home in the country, too. Moire Brown, Blue, Green.



GORE CASUALS

Just slip them on—they're lined with Latex. Moire Brown or Blue.



CLEAT-TRED OXFORDS
Slipproof soles for campus or golf. Moire Brown, Sand.

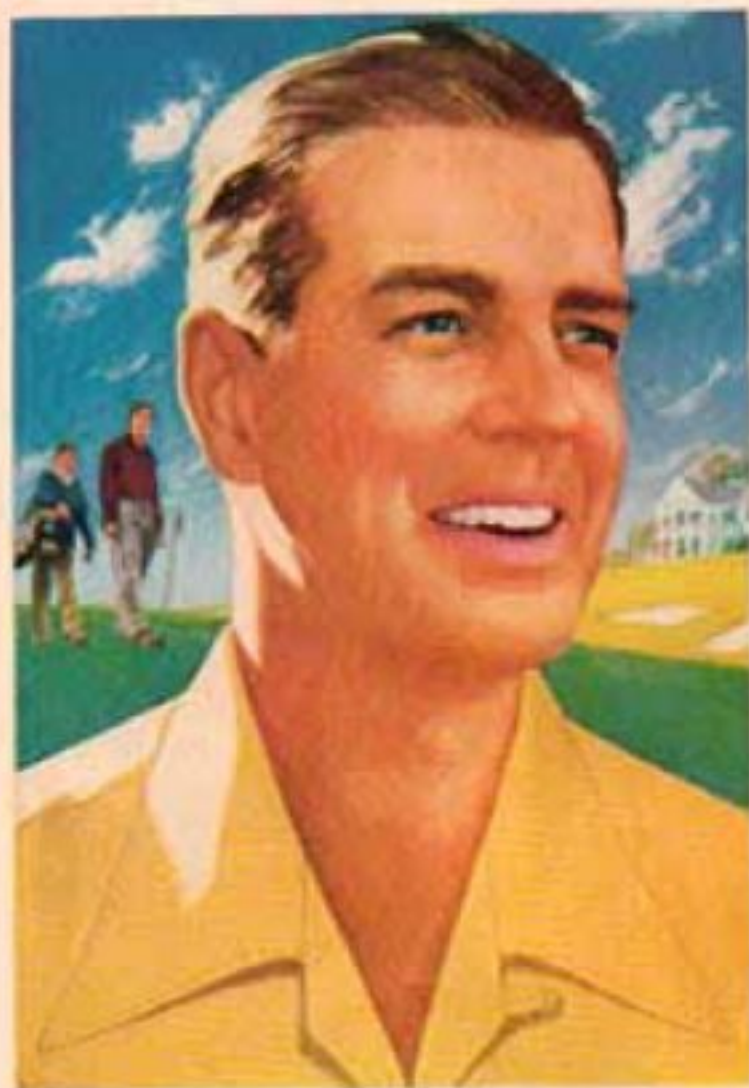
u.s. Keds®
The Shoes of Champions—They Wash



UNITED STATES RUBBER COMPANY

Rockefeller Center, New York

Gabanaro's five great features now become **6!**



Gabanaro *with the* New Arafold Collar!

These five features have made Arrow Gabanaro the fastest selling sports shirt in America!

(1) Rich, rugged, WASHABLE rayon-gabardine. (2) Exact collar sizes and sleeve lengths. (3) Saddle-stitched collar and pocket flaps. (4) Your choice of 12 popular colors. (5) Fine Arrow tailoring, cut full for comfort.

To these five now comes a sensational sixth feature—the new ARAFOLD

Collar! The first sports shirt collar that looks really good with a tie! No more bulging, wrinkling, "bunching up"—thanks to ARAFOLD'S built-in tie space!

For greater comfort . . . new smartness . . . with a tie or without—buy Arrow GABANARO with the New ARAFOLD Collar!

Claret, Peabody & Co., Inc.

See TV's new comedy sensation—Arrow presents Herb Shriner weekly on A. B. C.!

ARROW

→ **Gabanaro**



For men as smart as they look

The finest Wright Arch Preservers we've ever made! Wonderful looking, wonderful feeling shoes that help keep you foot-fresh throughout the longest, hardest day. Your nearest dealer is listed in the classified telephone directory.

E. T. Wright & Co., Inc., Rockland, Mass.



Smooth, cool, comfortable moisture-proof sole to keep your feet fresh all day.

WRIGHT
Arch Preserver
SHOES

For Women, Sells Shoe Co. For Men, Gorton's Shoes
In Canada for Men, Scott-McLellan



Put youth in your feet

Your feet feel years younger in Wright Arch Preservers. Four famous comfort features help keep you foot-fresh throughout the longest, hardest day. Yes, for men as smart as they look — it's Wright Arch Preservers. Your nearest dealer is listed in the classified telephone directory. E. T. Wright & Co., Inc., Rockland, Mass.

Smooth, cool, comfortable moisture-proof sole to keep your feet fresh all day.



WRIGHT
Arch Preserver
SHOES

For Women, Sells Shoe Co. For Men, Gorton's Shoes
In Canada for Men, Scott-McLellan

Your feet can feel much younger

Try on a pair of Wright Arch Preservers. Smart looking? Yes—and your feet feel years younger, too. Four famous comfort features help keep you foot-fresh throughout the longest, hardest day. There is a Wright Arch Preserver dealer near you — he's listed in the classified phone book. E. T. Wright & Co., Inc., Rockland, Mass.



Smooth, cool, comfortable moisture-proof sole to keep your feet fresh all day.

WRIGHT
Arch Preserver
SHOES

For Women, Sells Shoe Co. For Men, Gorton's Shoes
In Canada for Men, Scott-McLellan

an Alligator coat makes sense...

IT'S THE "COAT YOU'LL LIVE IN"

... RAIN  SUN  COLD 

Now is the time to start enjoying the year 'round usefulness of an Alligator. Choose from classic gabardine outercoats. Or other fabrics in exciting pattern and color variety. Or the smartest and lightest in rainwear. All are water repellent or waterproof. All have the smart good looks and comfort that make Alligator such a satisfaction to wear... rain, sun, cold.

\$8.50 to \$49.75



Famous GOLD LABEL
America's most
wanted gabardine

\$40.75

This is the coat you'll wear and enjoy most. From its luxurious 100% virgin wool wooled fabric, to the smart casual comfort of its full cut styling... Gold Label stands alone as the classic of all gabardines. It repels rain with ease, so wear it confidently anytime, anywhere!



Lightweight rainwear like the TRAVELWEIGHT shown, gives super rain protection, yet there's nothing heavier for threatening days, chilly evenings. \$19.75 Trench \$30.75



Weatherstyle All Wool Shot-Bend features a soft, luxurious fabric, in a wide range of patterns and colors. Smartly styled, it is water repellent for all-weather use. \$33.75



Dacron Gabardine smartly styled of 50% Dacron*, 50% finest all wool wooled. It gives you super water repellency you can depend on all year 'round, with extra wrinkle resistance, long wear. \$40.75

better stores everywhere

feature **Alligator**...the best name in rainwear



Put some romance
in your "loaf life"!



ARROW



Bali Cay

Whether you're taking a cruise to the Caribbean or just a week-end jaunt to the beach, do it with a splash! Add some color to the landscape; pick up an armful of Arrow Bali Cays!

These beauties are as colorful as a coral reef... and just as washable! They come in big, splashy patterns and small, neat designs in both cotton and rayon fabrics. In short or long sleeves. And all have the amazing Arafold Collar. Prices about \$4.50 and up. (Subject to government regulation.) See Bali Cay at your Arrow dealer's now!

Cluett, Peabody & Co., Inc., Arrow Shirts • Sports Shirts • Ties • Handkerchiefs • Underwear

A NEW ROBLEE!

the

Airlift

...soft and easy cushion platform from toe to heel



SOFTEST TOE EVER...COMFORTABLE AS GLOVE LEATHER

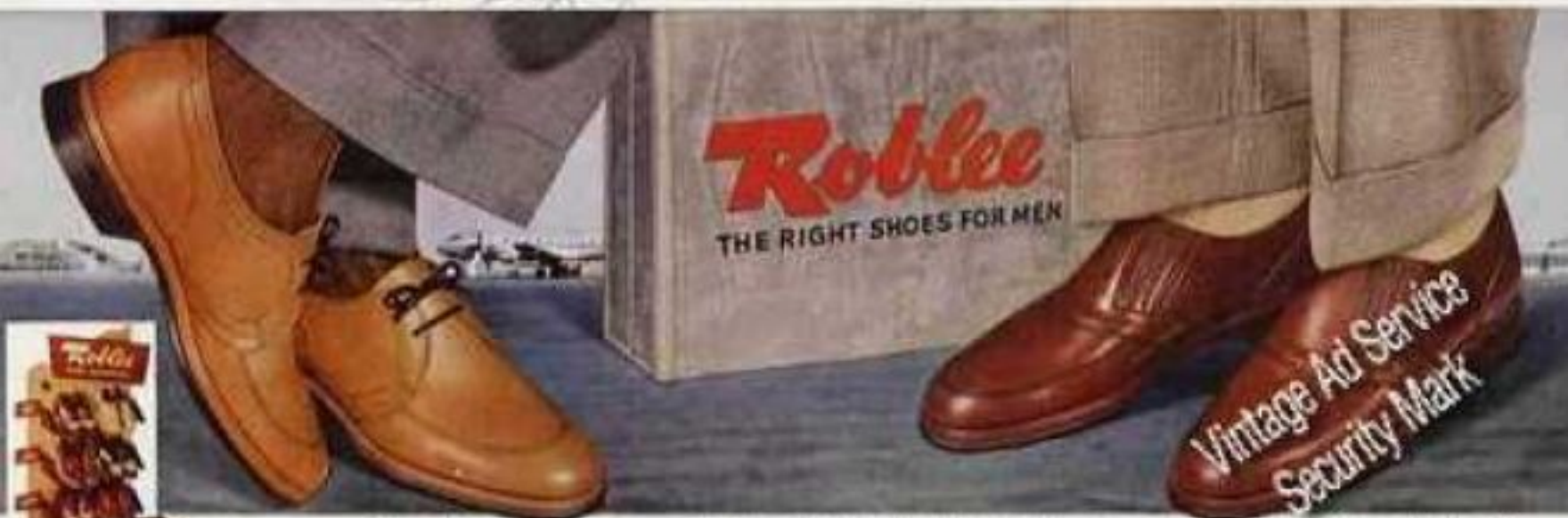


This is a new idea in shoes. Here is complete comfort plus cushion running in a shoe that's smartly designed to give you the last word in style and appearance.

Roblee Airlifts go all out for comfort with an ingenious sole that is resilient all the way from toe to heel. The soft, quality leather gives you the grandest, most comforting flexibility that any shoe could possibly offer. Airlifts go anywhere... take you anywhere in style, with the comfort of glove leather. Your Roblee dealer has them now. For his name write Roblee Division, Brown Shoe Company, St. Louis.

\$12⁹⁵

Other styles, \$12 to \$15.50. Some styles higher. Higher Durable Welt. Also Roblee 1/2, just like Roblee, \$12 to \$14.50.



Top: Airlift Blue in glove leather and gliding sole. Left: Airlift White in white and tan. Right: Brown Top, Airlift goes right over for feet in the chukka comfort.

BROWN SHOE COMPANY DIAMOND JUBILEE... 1878 - 1953





DIAMOND HEAD MOUNTAIN IN BACKGROUND



Handsome new tropical color... it's the

Ride the crest of the new color fashion wave in straw hats —
Hawaii Tan. Here's a rich, deep tropical tan,
an original shade created by Dobbs. Note the new Diamond Head
soft roll crown, and the exclusive black-gold band . . .
superb details of Dobbs styling. \$10.

DOBBS
Hawaii Tan



*Other Dobbs Straw Hats from \$5.00 to \$100.
At the finer stores.*

DOBBS HATS, NEW YORK'S LEADING HATTER, PARK AVENUE AT THE WALDORF, NEW YORK 22, N. Y.

ESQUIRE : June



Most valued symbol of your devotion

Matchless among precious stones, a diamond bears enduring testimony to your good taste.

Ever valued, ever valuable, it signifies your proven judgment, whatever its cost or size.

Above all other gifts, it is a constant witness of your devotion.

And, from the moment it is given, a diamond is a mark of your achievement.

This year, let a diamond make memorable that special anniversary, or important birthday, a debut, the birth of a child, or any significant event.



1/4 carat
\$200 to \$300



1 carat
\$600 to \$1,000



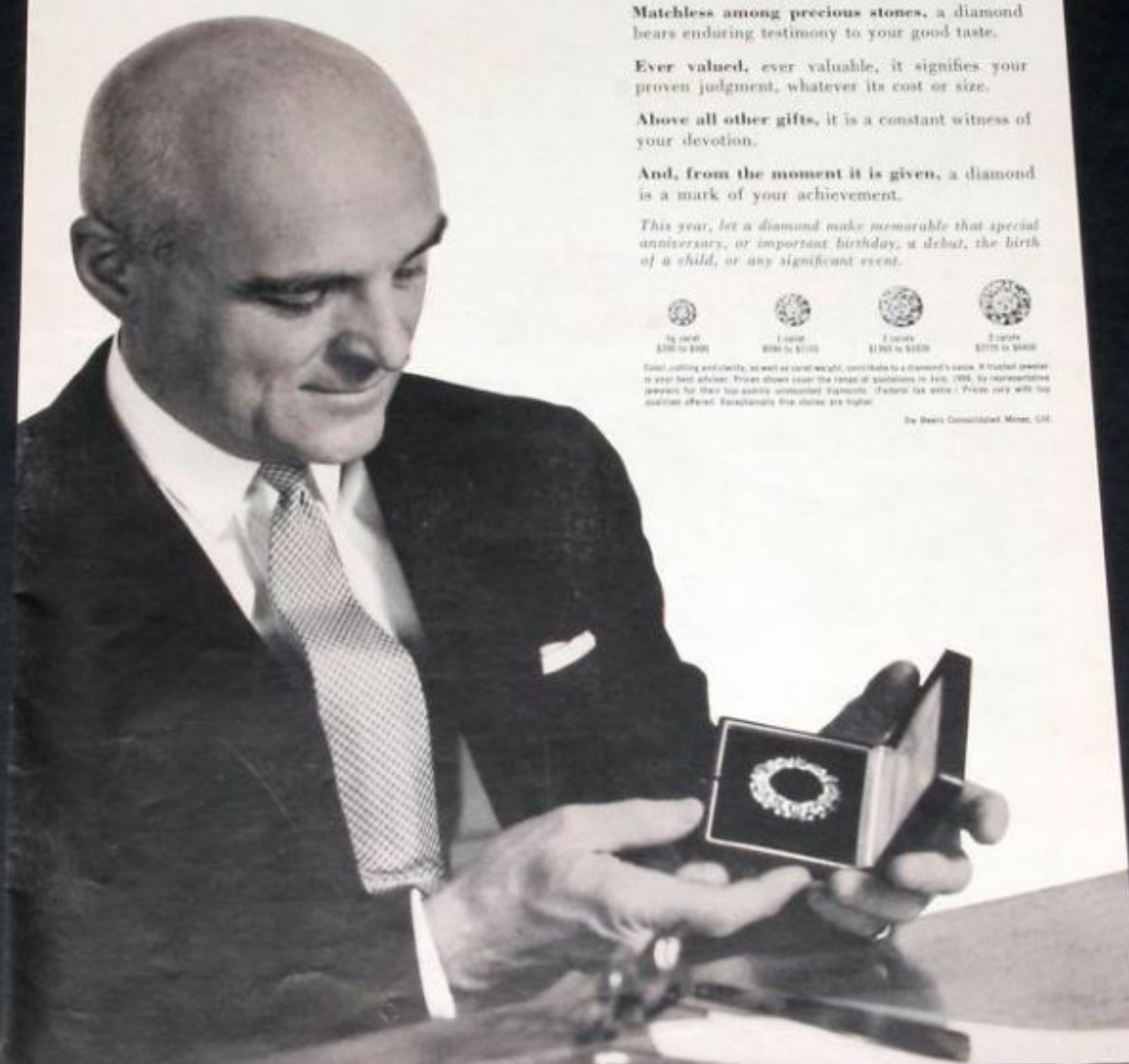
2 carats
\$1,200 to \$4,000



3 carats
\$2,000 to \$8,000

Color, cutting and clarity, as well as carat weight, contribute to a diamond's value. If trusted, please consult your best adviser. Prices shown cover the range of qualities in July, 1976. So representative jewelry for their top quality unmounted diamonds. (Federal tax extra.) Prices vary with the market. Exchanges for these are higher.

De Beers Consolidated Mines, Ltd.





Obviously, the lady doesn't know

Perma·lift's Magic Oval Pantie
CAN'T RIDE UP—EVER!



Obviously the uncomfortable young shopper on your right doesn't know that "Perma·lift's" * Magic Oval Pantie ** Can't Ride Up—Ever! Tugging at a girdle is so awfully necessary with ordinary garments. But this can't happen to you when you wear a "Perma·lift" Magic Oval Pantie, for it's actually guaranteed to remain in place always. Be fitted today.

Pantie 3844—Power Net with front and back control. Only \$5.95.

Bra 132—Fine cotton with Magic Insets. \$2.50.

*Reg. U. S. Pat. Off. · A product of A. Stein & Company · Chicago—New York—Los Angeles **Pat. No. 2,705,501

The newer, nicer kind of bathroom tissue



Soft-Weve belongs in the well-appointed bathroom

Gentle as facial tissue ...
two soft thicknesses—firm and strong

In the well-appointed bathrooms of today you almost always find this new facial-soft tissue—Soft-Weve.

Soft-Weve is the newer, nicer kind of bathroom tissue. It's two thicknesses soft—two thicknesses strong and firm. For your home, your family and your guests—be sure to provide facial-soft Soft-Weve. It's the up-to-date bathroom tissue. And it's another great Scott paper value . . . every modern home can enjoy it.

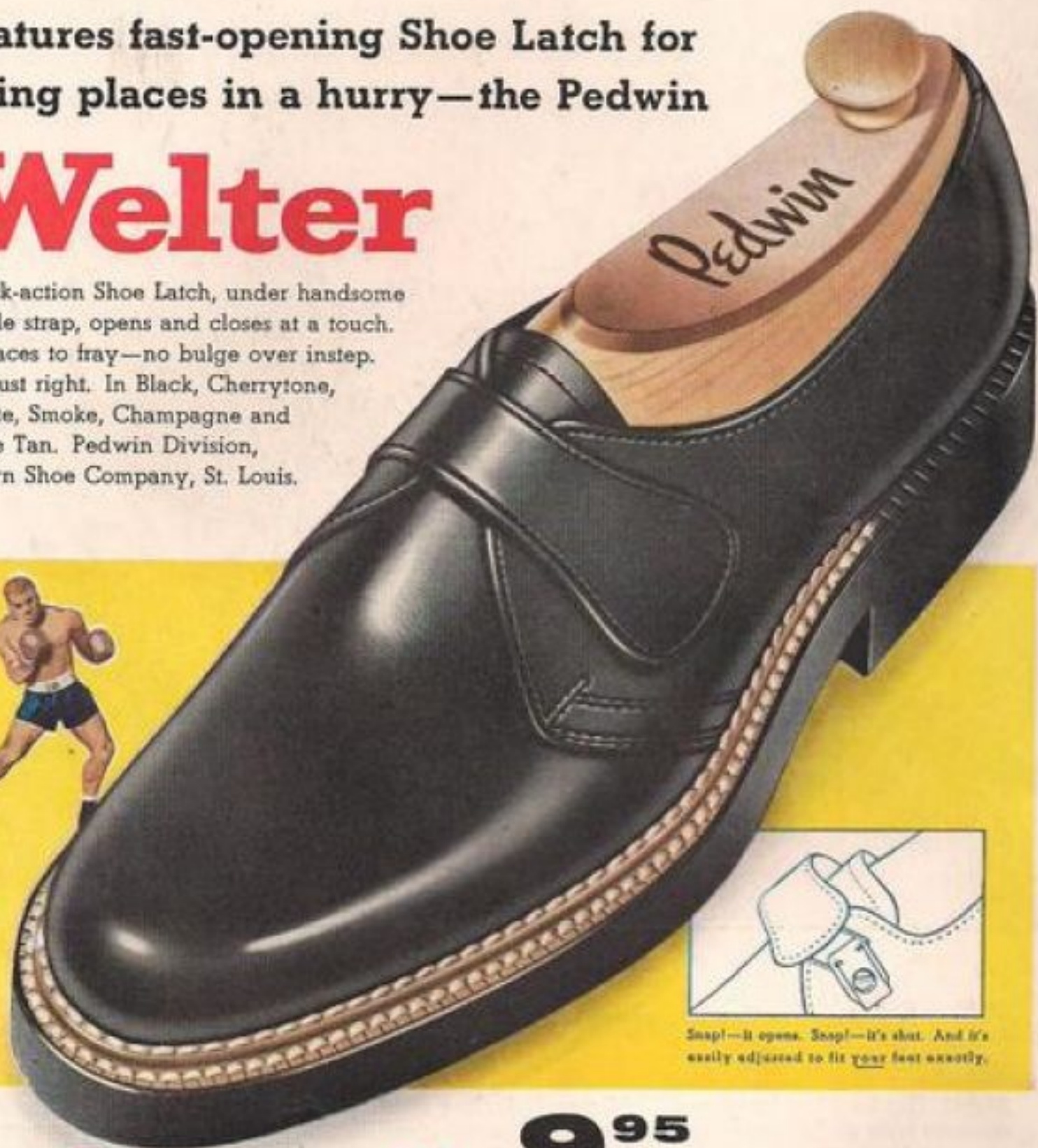
©1957 W. D. & H. P. CO.



Features fast-opening Shoe Latch for going places in a hurry—the Pedwin

Welter

Quick-action Shoe Latch, under handsome saddle strap, opens and closes at a touch. No laces to fray—no bulge over instep. Fits just right. In Black, Cherrytone, White, Smoke, Champagne and Dixie Tan. Pedwin Division, Brown Shoe Company, St. Louis.



Snap!—it opens. Snap!—it's shut. And it's easily adjusted to fit your feet exactly.

9⁹⁵

Other styles 8.95 to 10.95
Higher Deterioration

pedwin

YOUNG IDEAS IN SHOES



HATS — As healthy as they're handsome



THE "TEN GALLON" — The traditional hat of the Western plains has many functions. Its broad brim keeps glare out of the wearer's eyes and the high crown protects his head from the burning sun. It has been used as pillow, fire-fan, and drinking cup!

WHETHER YOU PUNCH COWS or punch a clock, never forget the primary purpose of a hat—to *protect* you. A hat shades your eyes from aching glare, keeps sun and city soot off your hair, and guards your head against icy blasts. That's why when you go bare-headed you're just asking for trouble. It's foolish—especially when there is a handsome, well-styled hat just waiting to improve your appearance. Look in your dealer's window—he has a hat designed *right* for any 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 
BERG 

CAVANAGH 
BYRON 

C&K 

KNOX 
DUNLAP 

Divisions of The Hat Corporation of America—Makers of Fine Hats for Men and Women



The Fleetwood, in Flaxknit \$2.98



The Plaza, in Sweateknit® \$2.98

The Commodore, in Terry \$2.98

Outdoor comfort comes in many colors. Stretching, jumping, bending, running, crawling, kneeling, bouncing, leaping, springing, vaulting or catapulting—you want a shirt that moves when you do. This is it. Hanes sport shirts, knit from colorful, colorfast cotton, are cashmere-soft and a breeze to wear. Crew-neck shirts need no ironing. Reinforced collars stay neat as new. Short sleeves. Cigarette pocket. Size-fast. At all good stores. Remember . . . to get more than you bargained for, be sure the name's . . .



F. H. Hanes Knitting Co., Winston-Salem 1, N.C.



Records don't take **vacations!**



Always ready regardless of vacations, illness or changes in personnel—Acme Visible Records Systems in every department of your business will make *immediately available* the facts needed for executive decision and action. Trained Acme systems representatives are ready to serve you upon request.

ACME VISIBLE RECORDS, INC.

122 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILLINOIS

Representatives in Principal Cities



THERE ARE SIX DISTINCT
TYPES OF ACME VISIBLE
SYSTEMS EQUIPMENT—
AND EVERY ONE IS A
REAL TIME SAVER



NEW ALL-ALUMINUM
KAWNEER FLUSH DOORS!

UNEQUALED

**IN HANDSOME, MODERN APPEARANCE
IN RUGGED, INTEGRATED CONSTRUCTION**

Budweiser

Where there's Life...there's Bud



MAMA MIA! And there are 101 words on the Budweiser label that tell you why Bud is so good. Ever read it?

Vintage Ad Service
Security Mark

The New Middleweight Champion!

What should suit comfort weigh in at?

More and more men in the know are putting their money on *medium weight*—not too warm for today's efficient heating systems . . . yet warm enough for all but the more numbing days.

Here's the secret of the growing popularity of rayon for smartly tailored men's suits. Because of this man-made fiber's basic adaptability, it can be *made just right* . . . fitted to the kind of constructions that retain body heat without unnecessary weight.

But remember, comfort is only half the story of this new kind of suit. Rayon has a genius for style as well as comfort. Whether you see it as a 100% rayon or rayon and wool, you'll meet up with fabrics with a luxurious springy feel and subtle color gradations heretofore found in only the most expensive materials.

These suits deserve your investigation. Look at their handsome appearance, glance at their reasonable price tags. A brief trial of their easy wearability will show you why many a best dressed winner is saying—"make mine rayon!" American Viscose Corporation, 350 Fifth Ave., New York 1, N. Y.



AMERICAN VISCOSE CORPORATION

AMERICA'S LARGEST PRODUCER OF RAYON

Wof



Turning leaves splash the
 Autumn scene with spectacular
 hues...inspire new shirts with
 subtle stripes, lavish plaids in the

COLORS OF INDIAN SUMMER

... for the look of the leader

McGregor captures the brilliant changing landscapes of Fall—reaps a harvest of warm, glowing color—in a magnificent new shirt collection of luxurious, washable cotton by Dan River. (left) Kernel III—button-down, back-button, back-pleat Ivy Leaguer. \$6.95. (right) Kernel II—new soft roll collar. Fine plaid on distinctive stripes. \$6.95. (center) Kernel VI—woven-cotton pullover with fashion-knit collar. \$6.95.

Lamb Fleece Cru Sweaters in the colors of Indian Summer. 75% luxurious lambswool for warmth without weight—25% rugged Orlon for washability, authentic crew-neck...terrific colors! Men's \$7.95. Wee \$4.98. Prep \$5.98.

McGREGOR

SPORTSWEAR

Also boy-sized, boy-priced
 McGregor-Doniger Inc., 303 5th Ave., New York 16, N. Y. *T.M.



take a leaf from
Jinx's book and put your clan
in McGregor tartans!



McGregor makes the swim trunks and shirts worn by Tex & Son. Bates makes the tartan in the best and bonniest all-combed Sanforized cotton. A fine match for your men, and a colorfast match for summer sunshine. At good stores everywhere.

BATES FABRICS, INC., 80 WORTH STREET, NEW YORK 13

Jinx's suit is by Cole of California. You get a free sample of Tartan Suntan Lotion with these suits in Bates tartan!




Bates
FINER FABRICS
SINCE 1850



MIRON'S
COURIER CLOTH TAILORED EXCLUSIVELY BY
MICHAELS-STERN

His great catch is the suit that never stops going... that meets business and social obligations with equal confidence. Its secret is Courier Cloth, Miron's truly unique yarn dye sheen worsted, now in a perfect Spring-Summer weight. Shown here as a handsome city suit... on the left, the jacket doubles as a sports coat (the slacks, Courier Cloth too). In new weaves, colors and models, faultlessly tailored by Michaels-Stern. 100% virgin wool. \$65. Write for the name of the fine store nearest you. Miron Mills, Inc., 51 Madison Avenue, New York 10, N. Y.

Fashion... a man's world, too



Shirt, left, \$3.95; right, \$3.95; Arrow Walking Sho

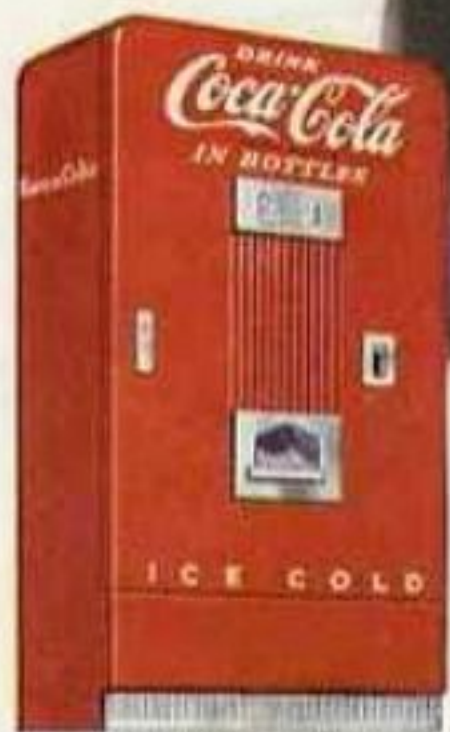
When a shirt weighs less than five ounces—it just has to be cool! Here's less than five ounces of long-wearing gossamer cotton superbly tailored to ease you through the warmest summer days. We call these casual shirts Arrow Flightweights. Twenty-six restful colors and many patterns to choose from. They're washable, of course.

ARROW 
CASUAL WEAR

first in fashion

Cluett, Peabody & Co., Inc.

Refresh yourself



Getting together with old friends is always a pleasure and there's no better way to exchange greetings than over a bottle of delicious, ice-cold Coke. Its life and sparkle add to any occasion—bring refreshment

Package All Services
Security Plans



The Case of the ACHING BACK



Patented

New relaxing miracle banishes old-fashioned "easy-chair" aches, pains

Don't you often get out of your so-called "easy chair" with an ache in your back, and assorted kinks and pains elsewhere?

Study the diagrams above. One shows how conventional chairs distort your body into uncomfortable, ache-producing postures; the other shows how your body is literally cradled from head to foot in the marvelously comfortable CONTOUR CHAIR-LOUNGE.

But pictures cannot tell the real story. Once you have spent just 5 eye-opening minutes in a CONTOUR CHAIR-LOUNGE, you will never spend another day without one.



Made in Sizes



to fit you

Trademark Reg.

© 1951 MD. Inc.



Anatomically Correct

The CONTOUR CHAIR-LOUNGE

Rests you best—because it fits you best

Try the Contour Chair-Lounge at your nearest dealer, or use coupon at right

CALIFORNIA:
Fresno, 1637 Fulton St.
Hollywood, 8512 Sunset.
Long Beach, 616 Pine Ave.
Oakland, 1974 Broadway.
Pasadena, 714 E. Colorado.
San Bernardino, 526 W. 5th.
San Francisco, 600 Sutter.
San Jose, 1st St. at William.
Santa Barbara, 25 E. Canon Perdido.
COLORADO:
Denver, 210 16th St.
FLORIDA:
Miami Beach, 3921 Alton.
GEORGIA:
Atlanta, 824 W. Peachtree St., N.W.
130 Peachtree St., N.E.
ILLINOIS:
Chicago, 78 E. Jackson.
Evanston, 1732 Sherman.
LOUISIANA:
New Orleans, 1101 Tulane.
MARYLAND:
Baltimore, Downtown.
Silver Spring, 8650 Georgia.

MASSACHUSETTS
Boston, 156 Boylston St.
MICHIGAN:
Detroit, 1247 Washington.
(Book Bldg.)
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MARIE DESIGNER, INC., Dept. A-4
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Please send complete information about the Contour Chair-Lounge.

Name (please print)

Address

City Zone State

ask for the
Stetson
Ivy League,
\$10

**Crowning touch
to the "Neat Look"**

For young men with their eyes on the future, here's the hat that says you're going places. Those trim lines, the crisp snap of the narrow brim, the tapered crown, and the stylish center crease give you that wide-awake, alert look. You're on the way up—in the *Stetson* Ivy League. It's Aquanized[®], too, to shed showers!

Prices slightly higher in Canada *Reg. U. S. Pat. Off.



the **STETSON** is part of the man

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

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



TOP BRASS



FUSSTOOF OXFORD



That sleek, shining head of yours gave us a color cue.

We tanned leather to match your crowning glory.

It will go to your head, where it came from. Honey Blonde, color with the burnished glow that only heart o' the-hide leathers can have... the kind we use in Oldmaine Trotters, shoes that are pure bliss to wear.

You red, brown and dusky heads... you'll love this Honey Blonde color, too!

you with the

honey blonde hair...



OLDMAINE

Trotters

HANDSOME VERY ORIGINAL



FUSSTOOF PUMP



OLDMAINE TROTTERS ARE MADE IN THE FINEST STITCHES FROM 3.95 TO 14.95. OR WHITE SEPT. 64

OLD TOWN SHOE CO., 179 LINCOLN ST., BOSTON 11, MASS. - FACTORIES IN OLD TOWN, MAINE

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BRIGHT FUTURE

all because of no-fade Coloray® these **B.V.D.**® sport shirts will stay bright!



HANDSOME? You bet. Clean-cut patterns in clean-tailored shirts with ease sewn in from collar to cuff. The colors are clear but not loud . . . combinations of brights and grays. Very smart from November to November! And because they're Coloray colors, they'll never fade out or cloud over. The rayon fabric by Burlington feels like worsted . . . washes like crazy. Regular sizes, \$5. At all good stores, or write Courtaulds (Alabama) Inc., 600 Fifth Ave., N. Y. 20.

“COURTAULDS”

COLORAY®



Why so colorfast? Because of Courtaulds' solution-dyeing method. Color is poured into a viscose solution . . . which flows into spinnerets . . . and emerges as fully formed Coloray fiber. And inside . . . is that wonderful Coloray color. It's caged in! It can't get out!

They'll Sweep
You off
Your Feet!

Step into a pair of colorful Commodores, to enjoy all the carefree comfort that BALL-BAND builds into lightweight casuals. Look forward to enjoying your Commodores for a long time for they are of BALL-BAND Quality, with scrubbable fabric uppers *vulcanized* to rubber soles. Buoyant Duo-Texture platforms with genuine rubber bindings. Ask for Commodores with the famous Red Ball trade-mark.



NAVY BLUE MAPLE BROWN FADED BLUE MAIZE RED BROWN NATURAL WINE GREEN

MEN'S AND WOMEN'S

WOMEN'S

MEN'S

COMMODORES
by BALL-BAND
MISHAWAKA • INDIANA

Fine fitting Dura-Dak uppers for cool comfort. Springy crepe rubber soles and bindings are vulcanized on to stay.



Scrubbable denim or twill uppers in an array of smart shades. Vulcanized cork-lightened rubber soles, genuine rubber bindings.

Snowfresh FILTER KOOL

AS COOL AND CLEAN
AS A BREATH OF FRESH AIR.



- Finest leaf tobacco
- Mild refreshing menthol
- The world's most thoroughly tested filter!

With every puff your mouth feels clean...
your throat refreshed...



FROM **HOTS**



...TO

Snowfresh FILTER KOOL
AMERICA'S MOST REFRESHING CIGARETTE

There's nothing like it

...absolutely nothing

Wind howling, logs crackling, popcorn popping, Budweiser sparkling—and you pouring! And what you pour tells you in every sip why it is the world's most famous beer. Its label proudly tells you of the high quality of its ingredients. When you order it or serve it, you compliment your own good taste. Live life, every golden minute of it. Enjoy Budweiser, every golden drop of it.

ANHEUSER-BUSCH, INC.
ST. LOUIS



Budweiser.
LAGER BEER

*Enjoy The Budweiser Hour
featuring the Ken Murray Show
on Television every other Saturday
evening over CBS.*





The MALE of the Species

is more Colorful in

**COTTON
PATIO
POPLIN**



Cool-ordinates! Here's action-tailored comfort in crisp-cool slacks and shorts . . . *Patio Poplin* in 14 Sanforized-washable colors. Both feature detachable half-belt for style and comfort . . . and the ready-cuffed slacks fit without alteration!

THE SLACK \$7.95 • THE SHORT \$6.50

How can a shirt that looks
so good feel so good!



The answer's in the collar—the sensational, new *Arafold* Collar! Here's how it works—



You see, Arafold has no seam, no collar band on the inside. This is for smooth comfort!



This amazing collar slopes so low on your neck you feel almost as free-and-easy as this.



Yet, buttoned, with a tie, Arafold is as smart a *looking* collar as you've ever worn!

*IT'S ARROW'S
NEW REVOLUTIONARY*

Arafold Collar!



You know how good it feels when you get home, loosen your tie and unbutton your collar? Man, that *comfort!* Well, you're *practically* that comfortable *all day long* with Arafold! And you *still* have the well-groomed Arrow look.

Drop into your Arrow dealer soon, ask to see Bi-Way with the Arafold Collar. Let him show you how this supremely comfortable collar works.

You'll find Arafold in a spread collar, a long-point collar, a button-down, a regular-point collar, and rounded-point collar.

Of course, like all Arrow shirts, Bi-Way with the Arafold Collar is "Sanforized"-labeled, will *never* shrink out of fit. Buttons are anchored on to stay. Cluett, Peabody & Co., Inc. Arrow Shirts, Sports Shirts, Ties, Handkerchiefs, Underwear.

ARROW'S

BI-WAY SHIRT

*with the new
ARAFOLD COLLAR*

You'll feel completely at home

in Pan-American tweeds. You'll enjoy the comfortable touch of the fabric—surface-soft, light in weight, yet sturdy. You'll like the slim, trim, natural lines of Hart Schaffner & Marx styling. For years, men have made the famous Pan-American (exclusively HS&M) their first choice in tweeds. Why not make *your* choice right now? Be confident of being dressed in good taste!



First time in tweed—*noted styles*. They're colourful but quiet. This refreshing pattern idea by Hart Schaffner & Marx is slimming, too!



HART SCHAFFNER & MARX

THE NAME THAT MEANS SO MUCH TO SO MANY WELL-DRESSED MEN

'500'*

tailored by

DAROFF



From our "Gallery of Fashion"—

the **best** colors for

the **wardrobe** needs of

America's best-dressed men

from \$65

PRICES SLIGHTLY HIGHER IN THE WEST



Greys as you like them, in a variety of soft, muted shades—the tones that are more flattering to more men. Here you see SMOKE GREY in the new Hairline Worsted of 100% virgin worsted.



The indispensable blue suits—blue in any hue, ranging all the way from the ultra-smart blackened midnight tones to the brighter, lighter chalky shades. As shown, INK BLUE in the luxurious 100% virgin worsted Sheen Gabardine Suit.

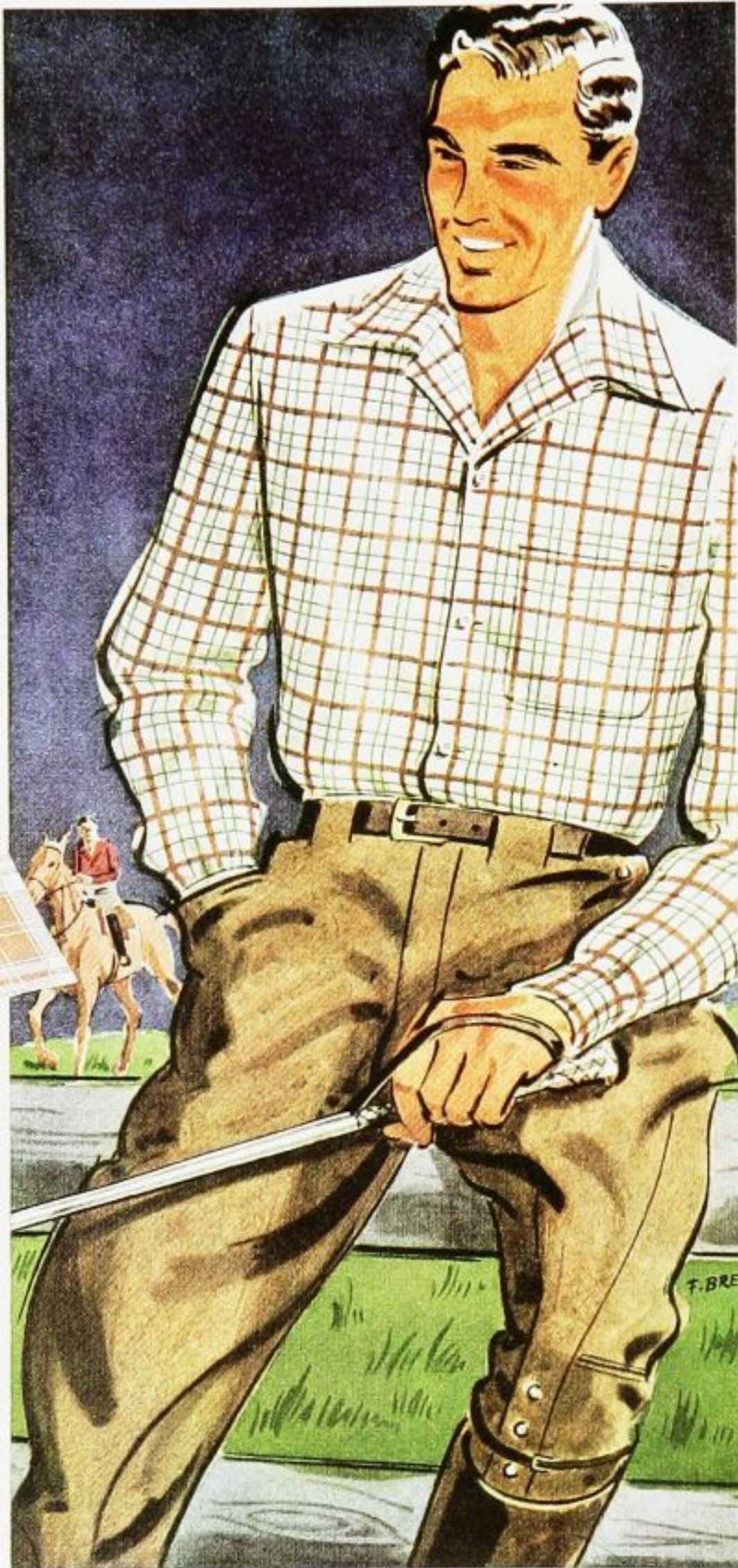


With a Flair for casual smartness

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 *Arafold* 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**

Ginger Rogers danced 27 miles in these

MOJUD® "MAGIC-MOTION"

sheer stockings.



Dress by CHERRY FERRIS

MAGIC-MOTION MEANS EXTRA "GIVE" AND SPRING-BACK... THE SECRET OF LONGER WEAR

Twenty-seven miles of dancing! What a terrific test for a pair of fragile-looking stockings. Ginger Rogers kicked in them, whirled in them... and Mojud stockings took it like trowsers. No runs, no wrinkles, no bulges! • Know why they wear so well? Why they fit Ginger's dancing legs (and yours) like a second skin? Because there's Magic-Motion... extra "give" and spring-back, in the knit! Proportioned leg slant. Permanently dull finish. Says Ginger: "Try Mojuds; you'll love them!"



stockings by

MOJUD®

Nylon Fleece by
PRINCETON-
Knit

WARM, LIGHTWEIGHT, WASHABLE!

Rich colors from the Land of the Midnight Sun . . . Arctic-tested fabrics . . . luxurious linings that seal in body heat—snug out Winter's worst. **FABULOUS NEW FASHIONS**—masculine, brawny coats for feather-weight warmth—action-free comfort—wash 'n' wear easy care and economy.

Nylfleece Icelander—warmest nylon fleece, knit collar and cuffs. Lining of quilted nylon. \$29.95. Washable Polon Bardu Cru-neck Sweater. \$10.95.

Mt. Washington Coat—silky-soft nylon fleece reversing to nylon taffeta. Self hood—thick-ribbed, bulk-knit cuffs—Conmatic zipper front. \$35.00.

International Ice Bird—richest nylon fleece with bulky-knit attached hood. Rib-knit cuffs, rib-knit insert at waistband ward off winds. \$20.00.

Nylon Sea Turtle—elegantly striped nylon fleece reverses to nylon taffeta. Unique zipper goes all the way up—forms true turtleneck. \$25.00.



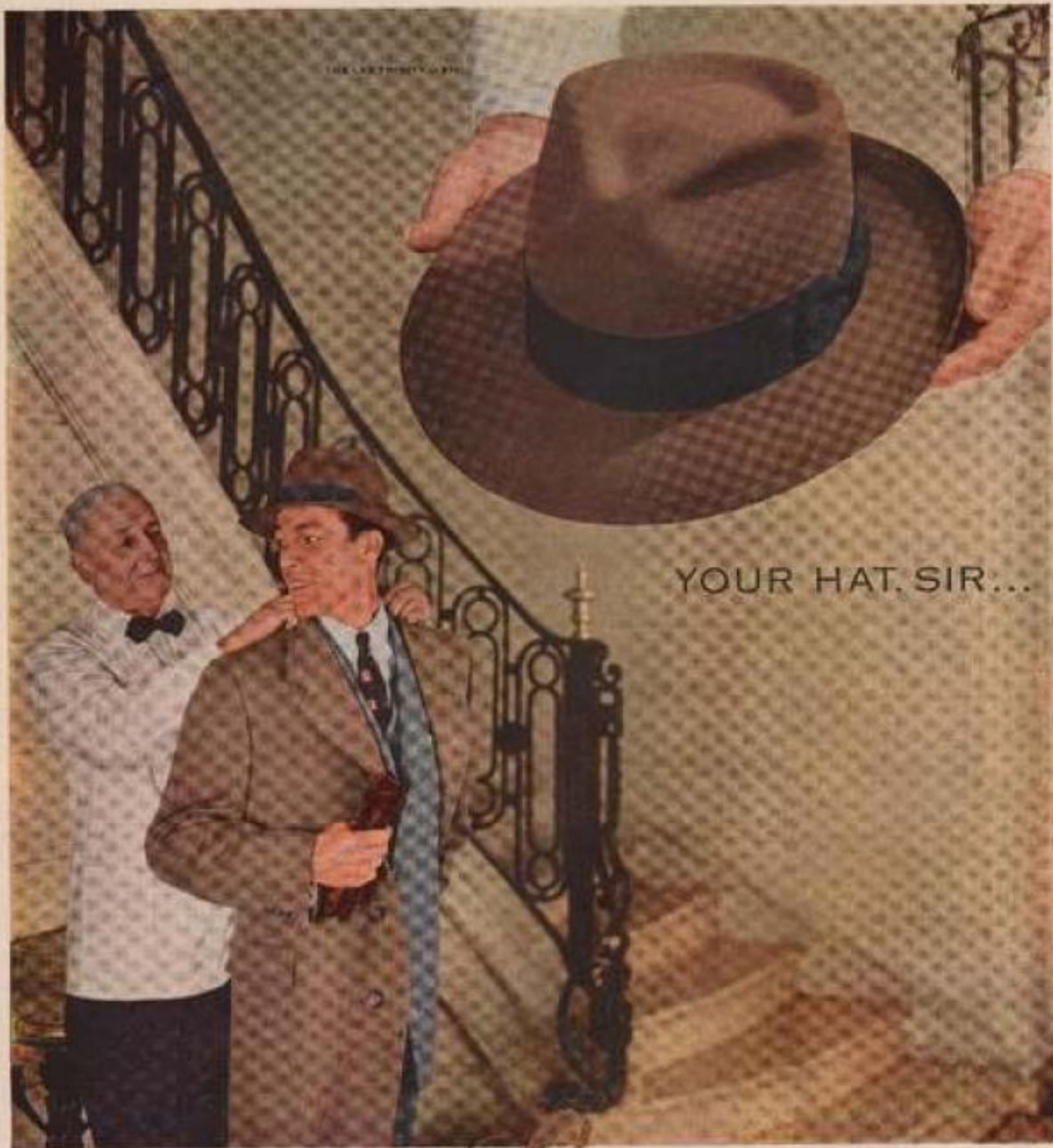
MCGREGOR GOES TO THE ENDS OF THE



Give your beau an Arrow



THE LEE TRINITY HAT



YOUR HAT, SIR...

AND NATURALLY A

Lee

For that "natural" American look: Lee pre-shaped Trinity. Worn brim up or down...in town or country. And it's shaped for you...forever.

Truly water-repellent, more life-retaining, too. It's treated with DuPont "Acrilan."

Other handsome Lee hats from \$7.50 to \$20.

Fashion Academy Gold Medal Award for 1951

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"His Is Your Beer Decision!" by Francis Gary. "Smile! It's the same." "Home Life in America"

When the neighbors drop over—

What makes a glass of beer taste so good?



Almost overnight we've become a nation of carpenters, decorators, painters. Showing off the latest family "project" to friends and neighbors has become a familiar part of family life—just as typical and "right" as the molten glass of beer or ale served when guests arrive.



Traditionally, beer blends right in with our friendly, informal pattern of leisure living. Because of its tangy, distinctive taste—a product of our country's finest malt barley, brewed with flavorful hops—beer is our national "beverage of moderation" . . . served and enjoyed in most American homes.

Beer Belongs—Enjoy It

AMERICA'S BEVERAGE OF MODERATION

Wholesale All Services
Serving Since 1876



SUNLIGHT GIVES ZEST TO EVERYTHING... from cook-outs to cottons!

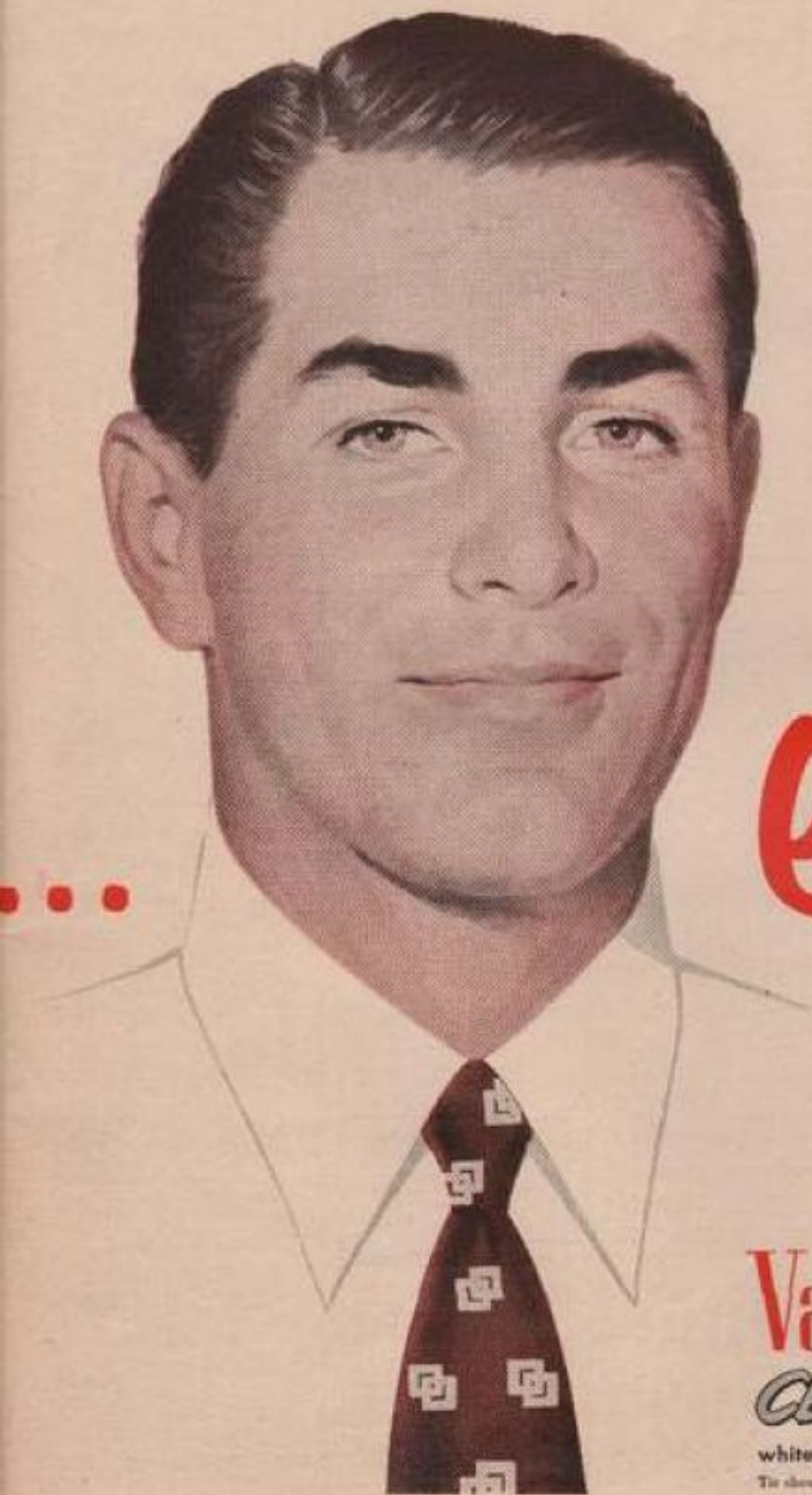
And Dan River Sunshades seem to have sunlight woven right in!

Colors and patterns radiate a special glow you've never seen in cottons. Plaids, checks, stripes and embroideries have fresh new fashion appeal. And these rare cottons are Wrinkl-Shed! Wrinkles hang out overnight; colors stay in for life. Designs are woven in! Ask for Dan River Sunshade cottons in fashions for the whole family, and by the yard. At all fine stores.

DAN RIVER
cottons in radiant new
SUNSHADES

they're **Wrinkl-SHED**[®]





ever!

Van Heusen
CENTURY shirts

white—\$3.95, \$4.95; colors—\$4.50

Tie shown: new Van Heusen Century Shirt-tie, \$1.50

"My beer is
Rheingold
-the Dry beer!"

says MADELYN DARROW
MISS RHEINGOLD 1958



MISS RHEINGOLD PHOTOGRAPHED WITH BMW ISETTA "300" BY PAUL HESSE - COSTUME BY BERNARD NEWMAN OF BERGDORF GOODMAN

Rheingold
EXTRA DRY
Lager Beer

It's beer as beer should taste!

Always refreshing - never filling

Seasons change, but never Rheingold Extra Dry. For Rheingold's *real-beer* taste never changes. Every glass of Rheingold is always the same. The same refreshing dryness, never sweet, never bitter, makes Rheingold New York's largest-selling beer - year after year.





DOBBS *Black Forest Straws*

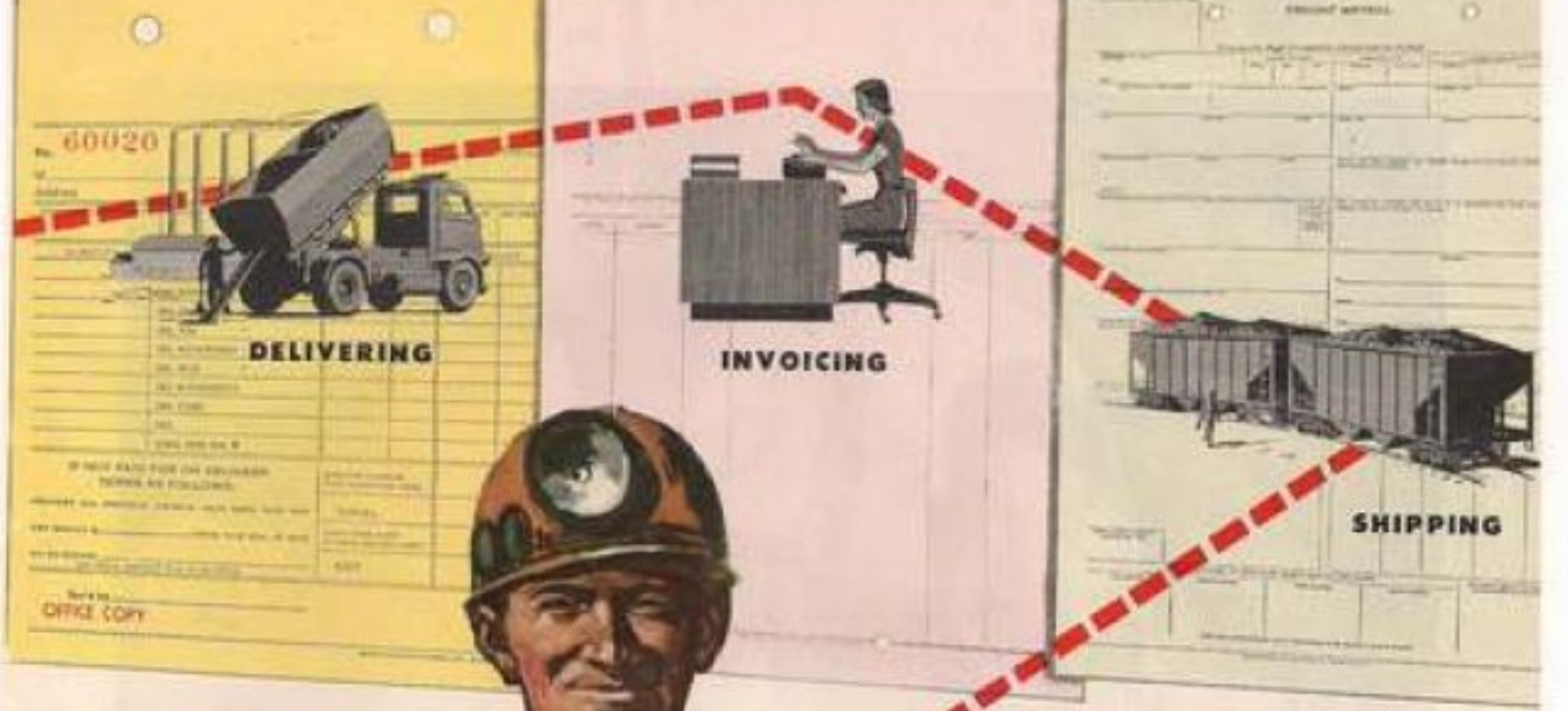


Definitely a new look in men's fine Milans, the deep, deep green of Dobbs Black Forest Straws is being seen this summer wherever well-dressed men gather. In exclusive Crater-Crown, above, or in the new Thunderbird, right, for Town or Sports wear, it is \$10. At the finer shops. Other fine Dobbs straws \$5 to \$40.

Give Dad a fine Dobbs for Father's Day — June 19th.
It's easy with a Dobbs Gift Certificate.



DOBBS HATS—New York's Leading Hatter, Park Ave. at The Waldorf, N. Y. 22, N. Y.



60020

DELIVERING

OFFICE COPY

INVOICING

SHIPPING



**He comes up—costs go down
... on the dotted line**

THIS MAN goes to the mines at seven in the morning. He cuts his quota of coal, comes up the shaft, reports, goes home.

But on a printed piece of paper, identified by a dotted line, every operation of the coal miner's day must be recorded. Other business forms, with the same dotted line, follow the shipping of the coal to the wholesalers (6-part Freight Waybill) ... the invoicing (10-part Colliery Invoice) ... the delivering to home and factory (3-part Delivery Receipt).

Moore's dotted line is more than a perforation. It is a force that runs through an organization, strengthening efficiency, cutting costs, speeding up service. Put to work in all departments, it simplifies operations in every department.

Let a Moore representative show you successful results in companies like yours. Or write any headquarters—Niagara Falls, N. Y.; Denton, Texas; or Emeryville, Calif.

MOORE 
BUSINESS FORMS, INC.

Offices in over 200 cities. Regional factories and distribution points in Canada also. * * * THE RIGHT BUSINESS FORM FOR EVERY FORM OF BUSINESS.





For the Motorist of Every Age...

the

MOTORIST COAT

by

BUCK SKEIN BRAND

This is the age of the motorist... but whether you're driving, riding or walking, you'll want to be wearing the most comfortable coat ever designed.

To mention a few highlights... the sleeves are set in for power steering ease—never bind or restrict your movements. The quilted Estron lining covered in colorful stripes keeps you warm and comfortable in even the coldest weather. And, when you slip behind the wheel, you'll discover that the coat is motor-length... never impedes or hampers you.

Leave it to Buck Skein Brand designers to fashion it handsomely of 100% pure wool—for nothing has ever equalled wool for warmth.

\$27.95

PRICES SLIGHTLY HIGHER FAR W.

At better stores, or write:

Buck Skein Brand

SPORT FASHIONS

212 Fifth Avenue, New York 10, N. Y. • In Canada: 470 Richmond Street, Toronto



Trade Wind Sandals...

...are inspired from the Caribbean
...of glass inserts, light, airy, and
...to Joyce's Designer line. For
...at home or on their way. Try
...! **Caribbean Sandal, Venice Sandal**
...and **Regatta Sandal**. As shown, in **COOL**
... **Blue, Hot Pink and Black**.
... available in **Black, Tan and Cream**.
... **2 1/2" and 3 1/2"**. Stock with **JOYEE**...

Find us every day,
look all day long

joyce

DESIGNER SANDALS

HOLIDAY/EXCUSE

Vintage Air Service
Security Mark

reading, riting 'n r♥mance

Exciting new COLLEGE and CAREER fashions to please that favorite sweetheart. Marlboro handles color like an M.A.—comes up with rich, warm fabric and fashion ideas. NO DOUBT ABOUT THIS DATE.

from the
Marlboro
 album of sportswear



THE "DRAKE"
 Warm, rich, new styled smartness goes everywhere. Washable Blend 60% wool and 40% rayon.

7.95



**BIG TIMBER
 "VERONA"**
 Confined originals in fabric and style. Fully Washable cotton.

4.95



"FIESTA PLAIDS"
 Confined originals—warm to feel, warm to color—warm to every occasion. Avcoast finished rayon for permanent rayon washability.

7.95



**RINKLE SHAKER
 "FRONTIER" EMBLEM**
 Fly-Front embroidered magic—Cloud Mist colors in fully washable cotton.

5.95



**MELLORAY
 "BEAUCOUP"**
 Plenty and pleasurable to live in all season. Three way cotton knit trim on corduroy comfort. Washable.

6.95



**"PAGEANTRY IN
 COLOR"**
 Magnificent space patterned colorings. Cleverly styled in panel front effects. Fully washable viscose.

4.95



Marlboro SHIRT CO., INC., BALTIMORE 1, MD.
 NEW YORK—Empire State Bldg. • LOS ANGELES—Wm. Fox Bldg.
 CHICAGO—Merchandise Mart



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

says the Cannon Go-Girl

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 sweet new shades and pencil-fine profile they give.
V. A. D. G.

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

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"





No other
TRACK SHOE
 In America
 offers
 this



**Unconditional
 Guarantee!**

Because they are reinforced from toe to heel with a specially woven Nylon tape, every pair of SPOT•BILT NST Track Shoes is guaranteed not-to-stretch and to outwear any track shoe on the market. This means when you order NST's you are not only ordering the finest track shoes available, but are insuring your investment and reducing replacement equipment costs!

HERE'S WHY NST TRACK SHOES ARE GUARANTEED IN WRITING

- Reinforced from heel to toe with a specially woven nylon tape—retains its smooth, perfect fit for the life of the shoe
- Special tanned bend leather sole . . . noted for its resistance to friction
- No exposed sole stitching to wear away or break apart from uppers

THERE'S A SPOT•BILT DEALER
 IN YOUR AREA. CONSULT HIM
 ON ALL YOUR ATHLETIC FOOT-
 WEAR NEEDS OR WRITE DIRECT TO

SPOT•BILT
 Vintage Service
 Security Mark
 1635 N. AUGUST
 CHICAGO, ILL.

Christmas just isn't Christmas without a family... of Dobbs hats.

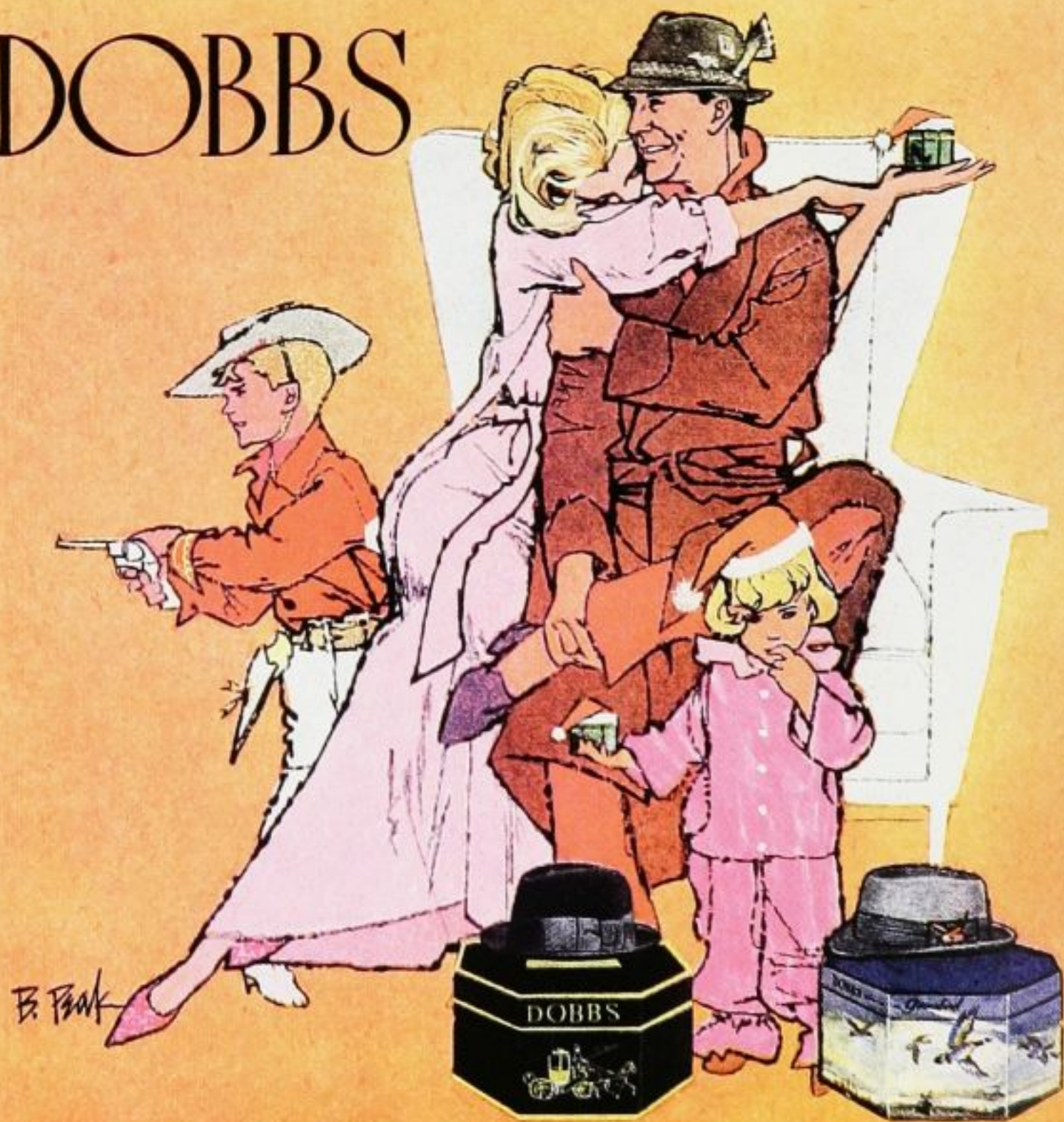
Family man, sportsman, businessman. For all his interests there's the perfect Dobbs hat. Our many-sided man, below, is wearing a Dobbs velour Tyrolean. \$20. (Ornaments extra.) There's the new Dobbs Two-Tone* Gamebird. Unique for town and country. \$15. For evenings, the sophisticated Dobbs Black Homburg. \$13.50 to \$20. This year make his Christmas a Dobbs Christmas. Dobbs hats available at fine stores throughout the United States. Also Canada. \$10.95 to \$100. Dobbs, Park Ave. at 49th St., N.Y. *U. S. Pat. #2,844,821 and other patents pending.



Dobbs is so easy to give when you give him a Dobbs gift certificate. Let him choose the style and color

he wants. Dobbs gift certificates come packaged with unusual miniature Santa Claus cap.

DOBBS





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



Van Heusen 
REG. U. S. P. O.

Vanuana sport shirts

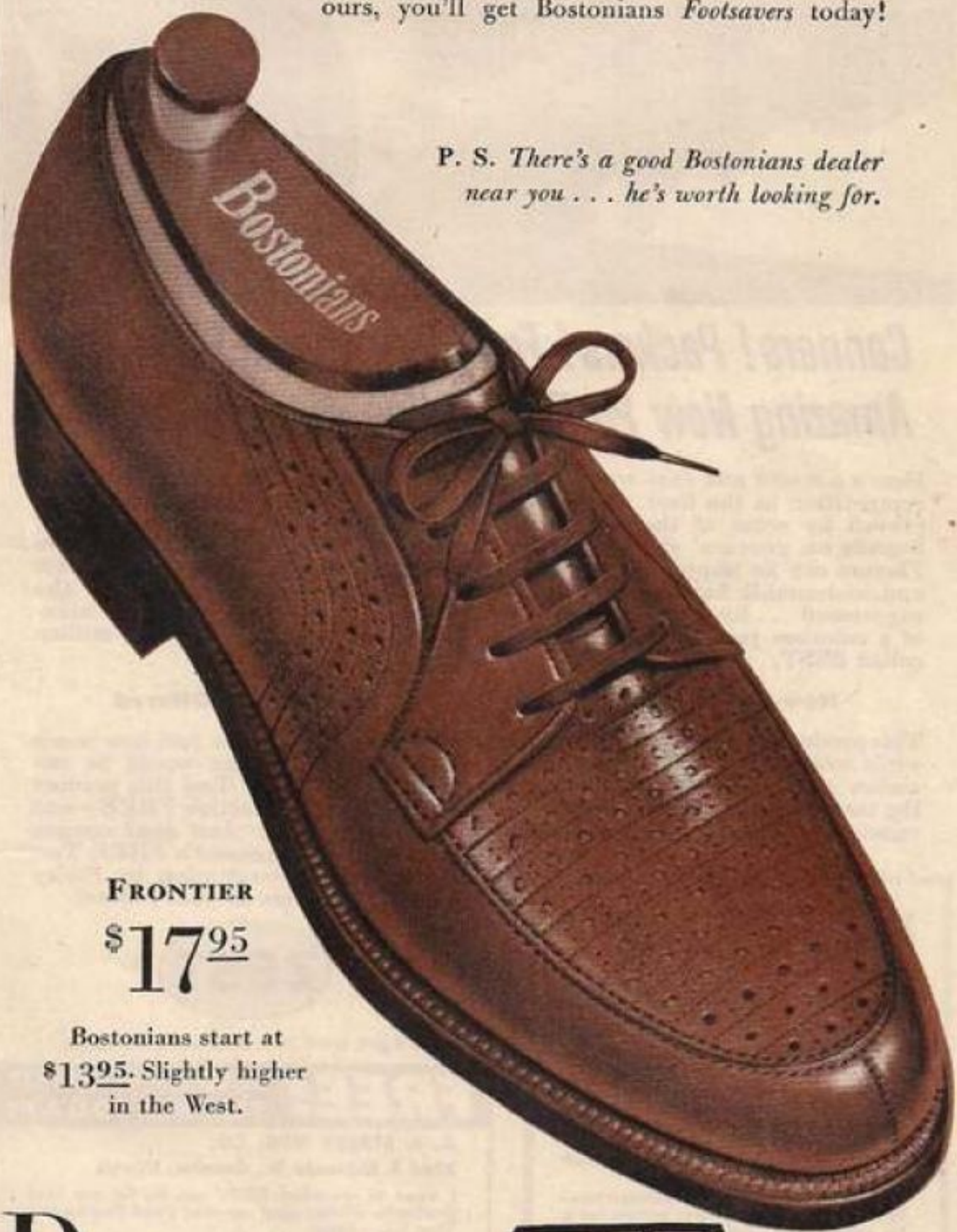
Take a little trip
(just around the room)!

FEEL LIKE a cool pleasure trip? Then slide into these sleek
Bostonians *Footsavers*! Walk around.

Feel the mellow, luxurious calfskin leathers. Your feet are
matched for endless comfort—every little dip and curve of them!
Yes, these *Footsavers* give a buoyant “lift” to every step—while
tiny “windows” permit your feet to “breathe”!

If comfort means as much to your feet as they do to
ours, you'll get Bostonians *Footsavers* today!

P. S. There's a good Bostonians dealer
near you . . . he's worth looking for.



FRONTIER

\$17⁹⁵

Bostonians start at
\$13⁹⁵. Slightly higher
in the West.

Bostonians *Footsavers*



for
closer
 harmony



Hit a new high note with lustrous "Symphony-in-Satin" ties—music-making patterns in concert with your wardrobe . . . with your mood. If it's brass you need . . . on with the trumpets. Or for heartstring stuff . . . bring up the violins. Composed with Van Heusen skill . . . in fine fabrics that stay knotable . . . stay in shape. Makes sweet Christmas music, too, **\$1.50**

Other Van Heusen ties, \$1 to \$2.50

Van Heusen 
 symphony-in-satin **ties**



Get Dickies® Job-Matched Work Clothes

wear-approved
by millions



for better looks



for longer wear



for neater fit



for easier action



DICKIES Fit-Perfected
work clothes are
fully washable

America's Men of Production

are RIGHT on the Job In

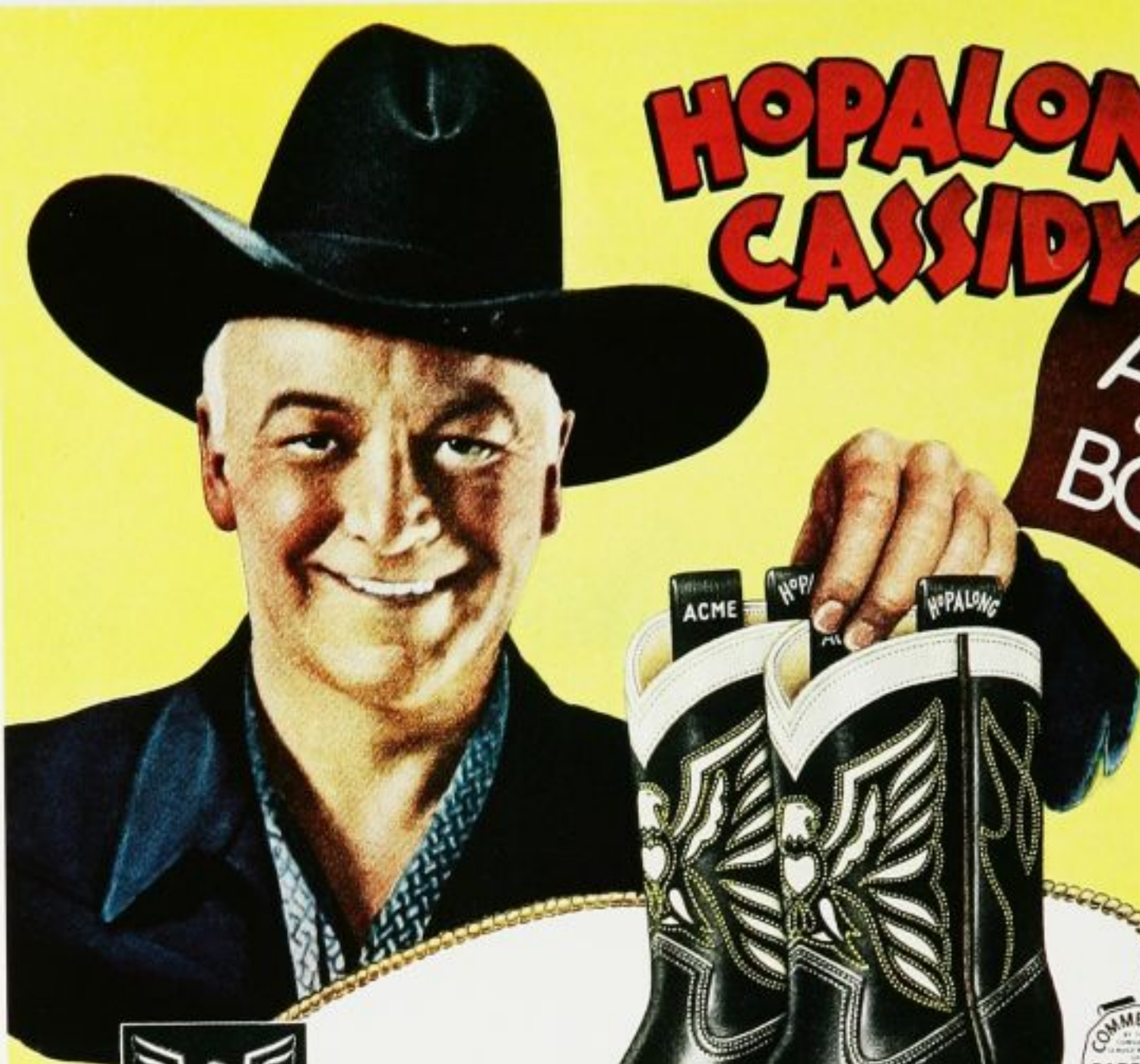
Dickies®

You always get more for your work-clothes dollar at your Dickies Dealer

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NEW YORK CHICAGO LOS ANGELES WACON, GA. SOMERVILLE, N. J.

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



World's largest makers of cowboy boots

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





 **Catalina**

DESIGNS SWIMSUITS ESPECIALLY FOR YOU



<i>These enhance a small bosom</i>					Beau Catcher Dorlor Daughter Kitty Pull Money Child
<i>These minimize a large bosom</i>					Golden Pheasant Leading Lady Shipshape Success Story
<i>These slim the upper leg</i>					Fabulous Fit Weskit Scallops Pretty Foxy

Looking for the swimsuit that does beautiful things for your figure?

Try a Catalina—one that has been specially designed to call attention to your good features... draw attention away from figure flaws.

Consult the chart above to see which Catalina designs are best for you.

Shown: "Shipshape" (foreground), in color-flocked Lusterex, \$14.95. Background: "Weskit" (far left), in bubble Lusterex, \$14.95; "Carnation" (center), in elastic striped cotton, \$10.95; "Everything Checks" (right), in tatan taffeta, \$15.95.

For name of nearest store, write: Catalina, Inc., Div. H, 443 South San Pedro, Los Angeles 13, Calif.

For copy of new folder, "Ten Glamour Tips for the Beach," send 10¢ to above address.

Originators and producers of the *Miu Univers Beauty Pageant*.

© 1954  Santitas by Skel



Be Sociable,
Have a Pepsi

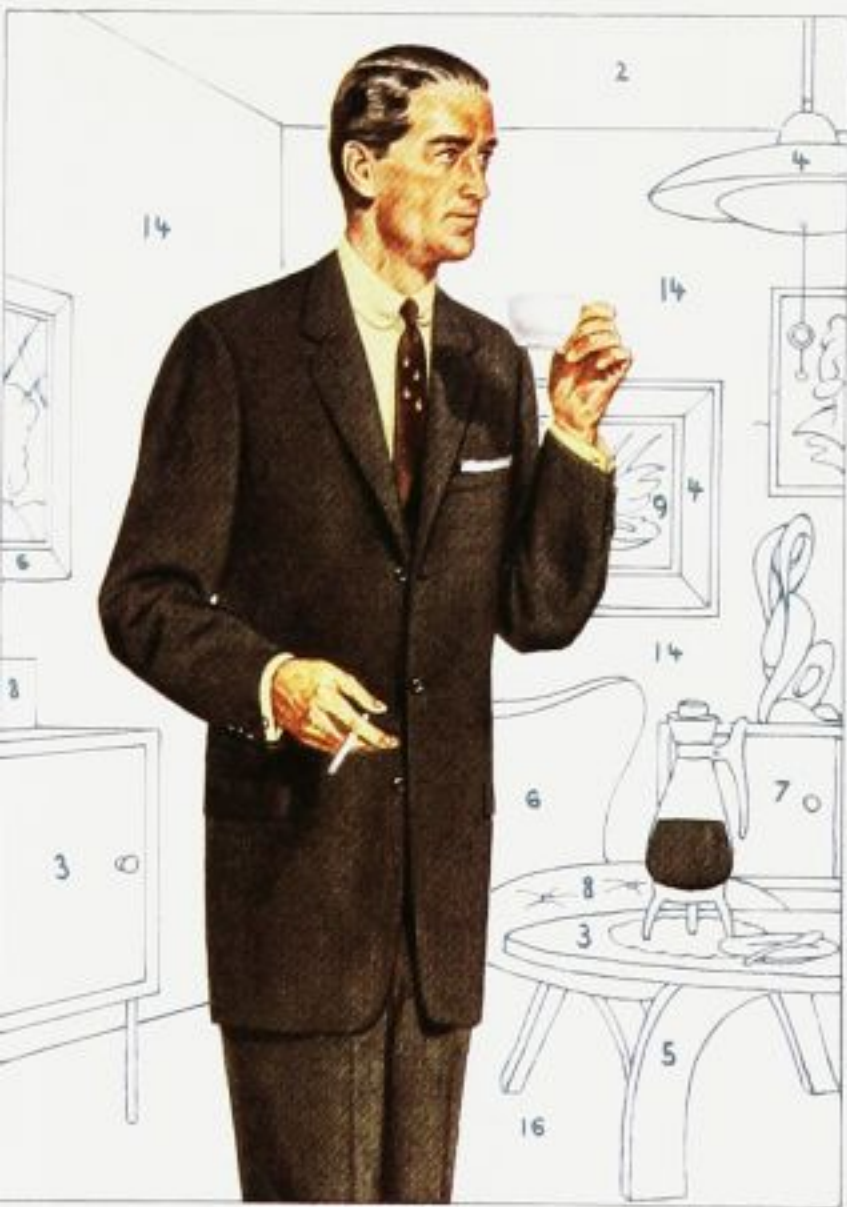
Refresh without filling



Paint your own picture

of a color-right wardrobe with

'BOTANY' Brand



New shades of brown for in-town or out-of-town, for smart dress-up occasions or relaxed informal living. Above is the luxurious 2-ply 100% virgin worsted in a rich new TOWN BROWN shade.



The addition of black to brown shades creates stimulating rich color effects—strong, masculine—every one a *bracer* for your wardrobe. Illustrated: the 100% virgin wool flannel suit in the new BLACK COFFEE.

New wools for carefree days

light, soft virgin wools
by Chippewa

Wonderful new wools—lovely, light, soft, virgin wools—in the classic Chippewa leisure styles that look so right and are so right—everywhere.

For what else but wool gives so much comfort—and feels so light! What else but wool has the ease and resilience that anticipates your every move!

So plan now to enjoy the comfort of pure wool—wherever you go—wherever you are.



A wide choice of patterns . . . In pure virgin wool. The feminine Vagabond is 17.95. The masculine Leader is 17.50. Both by Chippewa, Chippewa Falls, Wisconsin.

Chippewa
air-weight
virgin wool
sport shirt
12.95.



Quality
guaranteed
with APTC



Chippewa
WOOLENS

Wool
nothing measures up to

Quality at your feet...



Soft Illusions... fantastically soft pumps that weigh less than five ounces.... have super-cushioned soles ...and fit like **Naturalizers** always do.



COMPLETELY FLEXIBLE



LESS THAN 5 OUNCES LIGHT



GOODYEAR AIRFOOT CUSHIONING

Soft Illusions by Naturalizer

High or mid heels in a variety of colors . . . in gossamer-light glacé calf. Also in Deldi silk suede.

Shoes illustrated, 13.95. Other styles 9.95 to 13.95. Higher Denver West and Canada.

Naturalizer
THE SHOE WITH THE BEAUTIFUL FIT[®]



Turning leaves splash the
Autumn scene with spectacular
hues...inspire new shirts with
subtle stripes, lavish plaids in the

COLORS OF INDIAN SUMMER

... for the look of the leader

McGregor captures the brilliant changing landscapes of Fall—reaps a harvest of warm, glowing color—in a magnificent new shirt collection of luxurious, washable cotton by Dan River. (left) Kernel III—button-down, back-button, back-pleat Ivy Leaguer. \$6.95. (right) Kernel II—new soft roll collar. Fine plaid on distinctive stripes. \$6.95. (center) Kernel VI—woven-cotton pullover with fashion-knit collar. \$6.95.

Lamb Fleece Crew Sweaters in the colors of Indian Summer. 75% luxurious lambewool for warmth without weight—25% rugged Orlon for washability, authentic crew-neck...terrific colors! Men's \$7.95. Wes \$4.98. Prep \$5.98.

McGREGOR

SPORTSWEAR

Also Imported, Imported
McGregor-Daniger Inc., 302 5th Ave., New York 16, N. Y. T.M.





Time to get the long and short
of summer style!

This is
the famous
HABAND
brocaded
Crest of Arms
monogram
Crest



available
in these
monograms

A B C D
E F G H
J K L M
N P R S
T W

monograms
on this tie only



23355



23344



23264



23332



23321

in the Necktie Super Market. These remarkable direct
or photographs show 12 style leaders from the mail
er house which sells ties to the business and profes-
sional men of the U. S. From practically every city
town men send for ties to Haband in Paterson,



N. J. and these 12 are the current
favorites. Some have wondered why
men send to Paterson year after year
for them when other good ties can
be bought just around the corner
almost anywhere. The answer lies
right here in these pictures. Excellent
good taste is combined with well
chosen patterns and exceptional color-

ing. And more obviously, of course, there are the factors of economy and convenience. All of this is possible, particularly the styling and the economy, because Haband sells absolutely nothing other than neckties—with super intensive concentration upon one quality.



ALL OUR TIES
Lined
AT BOTH ENDS

Look the pictures over, leisurely and carefully, and you will find it interesting to discover how neatly the group will fit into your own wardrobe. The pictures are honest. They neither flatter nor harm the product and as such they serve their purpose well, for men can match them up

confidence that there will be no let down when they see the actual ties, cut to regulation shape and length from today's standard rayon fabrics and expertly finished to the last detail. If you would like to get acquainted further with them, you need feel no hesitation in ordering a set, for Haband is vouched for by all usual commercial agencies and is probably known well by many of your friends and neighbors — most certainly





You've
elected
**MARGIE
M^CNALLY**
Miss
Rheingold
1957

MEET the answer to the question you've all been asking. Margie McNally is the girl you elected Miss Rheingold 1957.

As the overwhelming favorite of millions who voted in America's second-largest election, she wins a contract worth 850,000 and the starring role in Rheingold advertising throughout the coming year.

You'll be seeing Margie everywhere—your *personal* reminder of the beer most of you enjoy most—with the unique Extra Dry taste that's never bitter, never sweet, never equaled—the beer that millions have made the largest-selling in all the East.

PHOTOGRAPH BY PAUL HARRIS
HAIR STYLING BY GINA WISNIEWSKI
JEWELRY BY VAN CLEEF & BOPPE



Brewed by Liebmann & Co.,
master brewers for
1876, 1906, 1936, 1956
All Star 1957
Security 1957



... every day is Father's Day

with
FRUIT OF THE LOOM

DRESS SHIRTS
SPORT SHIRTS
PAJAMAS
NIGHT SHIRTS
TEE SHIRTS
BOXER SHORTS
BRIEFS
UNION SUITS



Guaranteed ... to make him look and feel his best every day of the year. That's what the Fruit of the Loom label means on your Dad's gift!

Guaranteed ... to win Dad's smile of approval ... for color, comfort, styling, wear and washability. For the happiest Father's Day ever, choose Fruit of the Loom, for products of guaranteed quality ... always sensibly priced.

FRUIT OF THE LOOM

A Family of American Products for the American Family
1450 Broadway, New York 18, N. Y.

GUARANTEE

If this Fruit of the Loom product does not give you satisfaction in use, return it to us and you will receive a new one or a refund of the purchase price.

FRUIT OF THE LOOM
INC.
PROVIDENCE, R.I.

Golfers

KEEP YOUR FEET DRY !



**WEAR
DUNLOP
MAXDRI
ALL WEATHER
GOLF SHOES**

Don't let rain, dew or dampness put a damper on your golf. Dunlop Maxdri All-weather Golf Shoes are absolutely waterproof. Moulded rubber uppers. Long-wearing composition soles. Ground-gripping spikes.

Available in brown and white combination, women's sizes 5 to 8, men's sizes 7 to 13. At your Pro Shop, the better Sports Shops and Department Stores — \$10.95.

SPORTING GOODS DIVISION
DUNLOP TIRE AND RUBBER CORPORATION
500 FIFTH AVENUE, NEW YORK 36



SATEEN STRIPE

LIBERTY BLOOM

SANSBAR DENIM

MICROWE CHAMBRAY

BRITENVALE

LUCERNE STRIPE

PRINTED STRIPES

Serbin

OF FLORIDA

designs this sweater dress in Avondale Plaid - grey, blue or coral; 8-18, about \$25. All stores listed on opposite page.

The liveliest colors in cottons

AVONDALE

PERMA-PRESSED® COTTONS—Little or no ironing

A joy to see, to wear . . . Avondale Cottons in Companion Colors to mix and match to your heart's content. And these lively colors stay fresh and bright through suds and sun. Upkeep is easy, Avondale Cottons are Perma-Pressed for wash and wear with little or no ironing. So look for the Avondale tag on the smartest clothes . . . like this Serbin fashion, for instance. By-the-yard, too, at popular prices. At fine stores.

See your own with McColl Pattern No. 3229. Avondale Cottons are guaranteed to be as represented. If for any reason you are not satisfied, we will replace fabric or refund purchase price. Avondale Mills, Corner Building, Birmingham, Alabama.

Men! Send for This Money-Making Outfit **FREE!**



See How Easy
It Is to Make
UP TO \$30.00
IN A DAY!

Do you want to make more money in full or spare time . . . as much as \$30.00 in a day? Then mail the coupon below for this **BIG OUTFIT**, sent you **FREE**, containing more than 100 fine quality fabrics, sensational values in made-to-measure suits, topcoats, and overcoats. Take orders from friends, neighbors, fellow-workers. Every man prefers better-fitting, better-looking made-to-measure clothes, and when you show the many beautiful, high quality fabrics—mention the low prices for made-to-measure fit and style—and show our guarantee of satisfaction, you take orders right and left. You collect a big cash profit in advance on every order, and build up fine permanent income for yourself in spare or full time.

No Experience Needed

It's amazingly easy to take measures, and you don't need any experience to take orders. Everything is simply explained for you to cash in on this wonderful opportunity. Just mail this coupon now and we'll send you this big, valuable outfit filled with more than 100 fine fabrics and everything else you need to start. You'll say this is the greatest way to make money you ever saw. Rush the coupon today!



Add to Your Profits with Tailored Suits for Ladies

You can add many dollars to your earnings by taking orders for our beautifully-styled, fine quality made-to-measure suits and skirts for women. Many husbands sell suits to men, their wives sell suits and skirts to women . . . and the profits roll in! You can too! Outfit contains styles, prices, and simple instructions.

YOUR OWN SUITS WITHOUT 1¢ COST!

Our plan makes it easy for you to get your own personal suits, topcoats, and overcoats without paying 1¢—in addition to your big cash earnings. Think of it! Not only do we start you on the road to making big money, but we also make it easy for you to get your own clothes without paying one penny. No wonder thousands of men write enthusiastic letters of thanks.

JUST MAIL COUPON You don't invest a penny of your money now or any time. You don't pay money for samples, for outfits, or for your own suit under our remarkable plan. So do as other men have done—mail the coupon now. Don't send a penny. Just send us the coupon.

PROGRESS TAILORING CO.

500 S. Throop St., Dept. W-265, Chicago 7, Ill.

PROGRESS TAILORING CO., Dept. W-265,

500 S. Throop St., Chicago 7, Ill.

Dear Sir: I WANT MONEY AND I WANT A SUIT TO WEAR AND SHOW, without paying 1¢ for it. Send Valuable Suit Coupon and Sample Kit with actual fabrics **ABSOLUTELY FREE.**

Name..... Age.....

Address.....

City..... State.....

Now *Milliken* brings you **Visa**.

55 DACRON / **45** WOOL *for year 'round wear!*

the revolutionary
DACRON[®]-WOOL
fabric that
holds its press

...even in the rain!

It's like stepping into the future when you step out in a suit of Visa—the original 55% Dacron-45% Wool blend. And clothing experts will tell you the future is here now—because this is it!

It's the Milliken fabric that performs in such an incredible manner—holding its press in rain, slush and snow... resisting wrinkles... reducing pressing and cleaning bills to a minimum.

No wonder Milliken's 55-45 is as the sensation in tropical suits this past summer, practically selling out overnight! Now you can get a suit of this remarkable fabric in a special "comfort weight" for modern living—warm enough for the coldest days of winter, yet always light and comfortable indoors. Milliken's Dacron-Wool will see you through day after day of continuous wear—without the need of pressing—and without losing its fresh, neat appearance. It's the ideal suit for "traveling light!"

Fair warning—Dacron is still in short supply. There won't be enough for all who will want this most modern of suits—so don't delay in getting yours.

55 **55** *45* or SAGI 1

Milliken • Creator of fabrics VELA, LORETTA and HILUM
2215 No. WILSON ST., P.O. Box 100, New York 17, N.Y.

Milliken's advertising firm

©Trade Mark

FASH, DECEMBER 8, 1953



**WHY MILLIKEN BLENDS
55% DACRON WITH 45% WOOL**

Because, with 37 years experience in suiting by hand, Milliken has perfected this magical blend. The ratio of 55% Dacron to 45% wool provides all the high-strength and fine-lined advantages of the wool.

Available through the country's finest stores. It's the suit of the future—light, warm, and perfect. The Milliken 55-45 is the most modern of suits. The "Traveling Light" suit by Milliken is made of Milliken's Dacron-Wool. Avoid the cost of pressing and cleaning bills by the choice of Milliken's "Traveling Light."

Individual
Hand Painted
Panels
Fashioned by Wembley



For the Man
in Her Life



Give the Modern Man



Other Gift Tie
\$1.50 - \$2. - \$3.50

\$1.50

Each tie for six
different color combinations.

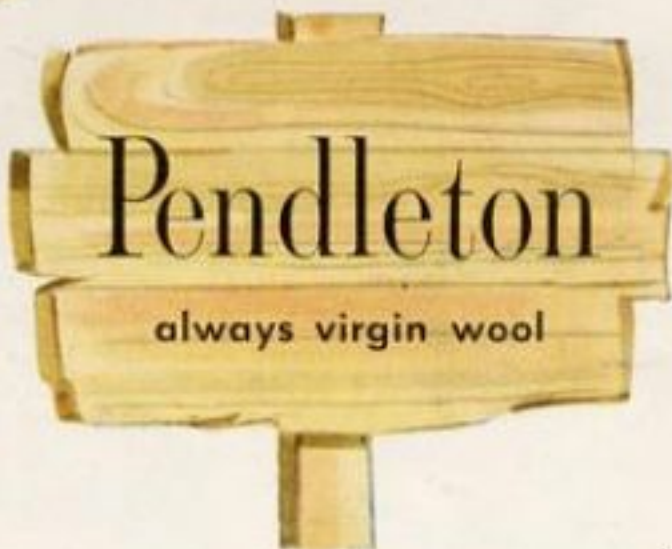
New...

Very New Pendleton

Sun-weights

Now Pendleton brings you shirts and slacks for spring and summer with the outstanding qualities you have long associated with Pendleton apparel for fall and winter—the freedom, the comfort, the precision tailoring, the rich, lasting colors!

A triumph in wool—light, cool Sun-Weights! Five attractive shades in slacks mated to nine color-coordinated shirts in spring's newest colors from the deep shades to the highly-lighted pinks and helios plus the popular pastels. *Shirts \$12.95—slacks about \$18.50.*





"I was curious..."



I tasted it...



Now I know why Schlitz is...
The Beer that made Milwaukee Famous!

TUNE IN! Mr. and Mrs. Revold Colman, "The Walls of Ivy," Friday nights on NBC

© 1950, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.



"I was curious..."



I tasted it...

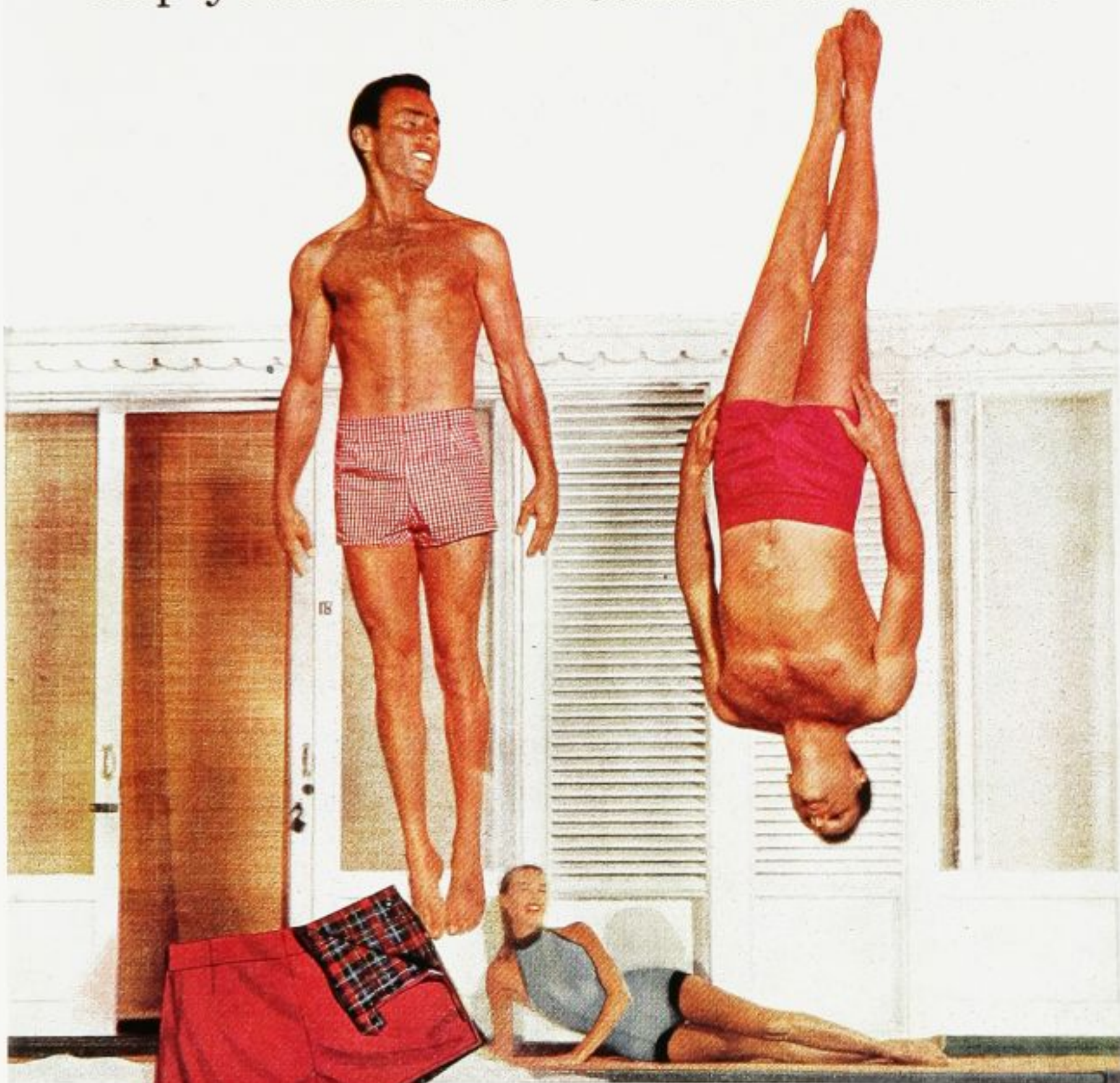


Now I know why Schlitz is...
The Beer that made Milwaukee Famous!

TUNE IN! Mr. and Mrs. Revold Colman, "The Walls of Ivy," Friday nights on NBC

© 1950, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.

Flip yourself into a Jantzen Reversible!



this →
becomes →
this →



Two swim trunks for the price of one—all you have to do is flip these remarkable reversibles inside out, and you have a brand new pattern!

One side features a smart checked cotton, the other side a solid color. If you like tartans (and who doesn't?), the authentic imported clan patterns are great. Of course they, too, are solid color when flipped inside out.

Many wonderful color combinations.
All in sizes 28 to 36. Just \$5.95.

Jantzen



TRY THIS ON FOR SIGHS!

An Arrow Shirt does something for a guy that does something to the gals.

Maybe they figure any man that's so neatly groomed would be just as neat around the house. May be that virile Mitoga-tailored fit.

Or maybe they're sure any man who insists on the "Sanforized" label (fabric shrinkage less than 1%), anchored buttons, and the value in every Arrow Shirt is sure to be a good provider! Whatever it is, it's wonderful!

The shirt being admired is *Par* (above), soft, spread collar... regular or French cuffs, \$3.65. If you like a non-wilt collar, you pick *Dart*, \$3.65; *Mall* (in finer broadcloth), \$3.95; or *Dale* (premium broadcloth), \$4.50. *Drew* has medium-short points, low neckband, \$3.65.

Tie Note—These shirts will look even handsomer with Arrow's luxurious new *Royalty Satin Ties* (shown) in popular paisley patterns! \$2.00 each.



ARROW SHIRTS and TIES



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



The Schweppesman conducts his own Gallup Poll!

ONE BUNNY MORNING not too long ago, Commander Whitehead decided that it would be a good idea to interview the members of a famous golf club as to just why they make such a fetish of ordering their Gin-and-Tonic with Schweppes.

What it all boiled down to was

this: *Schweppes tastes better.* (Our dear old lady was the lone dissenter. She liked the way the bubbles tickle.)

In over a century, nobody has ever discovered a substitute for Schweppes' bitter-sweet, curiously refreshing taste. A completely unique flavor that connoisseurs can spot *blatfaldel*.

Nor has anybody ever succeeded in imitating *Schweppesness*—those patrician little bubbles that last you *whole drink* through.

So keep an eagle-eye on your man. Make sure he mixes his Gin-and-Tonics with Schweppes. *Schweppes tastes better.*



FOR REAL, OLD-FASHIONED QUALITY
DISTINCTIVE AS CAN BE —



AND A VERY FITTING FLAVOR
THAT WILL SUIT YOU TO A "T" —



PLEASE TAKE THIS SIMPLE, SOUND ADVICE
WE'RE OFFERING FOR FREE —



JUST TELL THE MAN
YOU WANT IMPERIAL!



IMPERIAL is made by Hiram Walker.

And Hiram Walker's 92 years at fine whiskey-making makes Imperial good!



La Scala, the most urbane
of new tuxedos, has a
framed lapel. The
slender shawl of
silk satin is edged
with the jacket cloth, a
fine British mohair and
worsted. Jet black
or midnight blue, about \$110

at finer stores everywhere.

it's fun to go formal with

Lord West

first name in quality formals

WEST HILL CLOTHES INC., 101 W. 21 ST., N.Y.C.

Vintage Ad Service
Security Mark



*Look for this label... it identifies
the finest woolens in the world.*



Forstmann men's wear fabrics are available
in PhotoMetrically fitted and Custom
Tailored, as well as in Ready Made clothes.
Distributed by Anisagomated Textiles Limited,
61 Madison Avenue, New York City

*Vintage Ad Service
Security Mark*



THINK BETTER!... Minutes before air-time, newscaster Edward R. Murrow checks his script for CBS Television's *See It Now* – and takes a "Coffee-break"! Delicious, bracing coffee aids clear thinking. A cheerful cup can clear *your* mind for action, too. Whatever your job, keep yourself alert – give yourself a "Coffee-break"!

– give
yourself
a
"Coffee-break"!



WORK BETTER!... TV production is exacting work. That's why *See It Now's* director and cameraman break... for coffee! Coffee's gentle stimulation makes hard work seem easier. Make a "Coffee-break" part of *your* working day.



FEEL BETTER!... The whole family enjoys Edward R. Murrow's thrilling TV show, and fragrant coffee adds the final touch. Relax often – with coffee "all around." With family, friends, or all by yourself – take a "Coffee-break"!



There's a welcome lift in every cup!



**We took a tip
from an engineer**

The soft, fine fibers in this famous
Manhattan Span Collar are twisted like the
steel cables of a bridge. This means
greater strength, longer life. In fact, if this collar
doesn't outlast the rest of the shirt,
we'll give you a new one free!

Shirt \$3.95* Tie \$2.50*

Manhattan

THE MARK OF QUALITY SINCE 1827

Get



Dickies®

Job-Matched Work Clothes

wear-approved
by millions



for better looks



for longer wear



for neater fit



for easier action



DICKIES Fit-Perfected
work clothes are
fully washable



America's Men of Production

are RIGHT on the Job in

Dickies

You always get more for your work-clothes dollar at your Dickies Dealer

WILLIAMSON-DICKIE MANUFACTURING CO. • 509 W. VICKERY BLVD., FORT WORTH, TEXAS • COPYRIGHT 1955 W-D MFG. CO.
NEW YORK CHICAGO LOS ANGELES MACON, GA. SOMERVILLE, N. J.

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

Blue Swan 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 ADD A SKIRT

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

CREATORS OF
Suspants and minikins

Available at Knit Lingerie Departments and Specialty Shops or write
BLUE SWAN MILLS, DIV. OF MCKAY PRODUCTS CORP., 350 FIFTH AVE., N. Y., N. Y.



Now's the time to get ready for a well-dressed summer. This year it means being comfortably dressed, too—in good-looking, lightweight slacks and trim Bermuda shorts. You'll find these available in practically every combination of color and material you can think of—from fire-engine red linen to soft blue India

madras—all of them newly washable. And while you're being fitted for a pair of slacks, why not get a pair of shorts as well? Having *both* means you'll be well turned out whatever the occasion. Just be sure that *both* give you the added advantage of the sturdy, dependable, one-and-only Talon zipper!

Talon
REG. U.S. PAT. OFF.

THE QUALITY ZIPPER



Style 124, high-waisted Sarong of light nylon power net and embroidered nylon marquise. White, black or pink. Sizes 25 to 34. \$13.50. Other styles from \$7.95.

she's wearing a **sarong**[®]

the criss-cross girdle that walks and won't ride up

Sarong is completely different from any other girdle — and you'll feel the difference immediately! There is nothing like a Sarong to fashion your figure with new shapeliness, to make comfort your personal and permanent possession. Sarong is so wonderfully different! Its patented, hidden construction lifts and flattens your tummy youthfully. Its exclusive patented criss-cross feature lets you walk, stand and sit with day-long comfort. From the moment you slip it on—you'll see and feel your figure improve. Why not plan to have a Sarong fitted to your figure.

Free! Sarong's new booklet "Facts About Figures".
Write Sarong, Inc., Department MC-1, 200 Madison Avenue, New York 16, N. Y.

sarong
the patented girdle

with the criss-cross front



SARONG is the registered trademark of Sarong, Inc. for its girdles.



Hathaway imports a new stripe—damnably expensive

LAST WINTER we met an admirable young man on Grand Cayman Island in the West Indies. Every morning he came down to breakfast in a different sport shirt, each more handsome than the last. All were striped.

Finally, we swallowed our pride and

asked him where he got the cloth. His answer was scarcely a surprise. The weaver was none other than Hathaway's old friend James White of Auchtermuchty.

So off we flew to Scotland, and bought every yard Mr. White could produce. The cloth is cotton taffeta—very uncommon

and damnably expensive. The shirt is set to be priced at \$12.95. For more information, Cotton taffeta is a special weave. And the stripe makes it look like silk.

For the name of the nearest store, write C. F. Hathaway, Waterville, Maine. In New York, call OXford 7-5566.

Mail Order Service
Specialty Shops

make like a medicine man

...in Voodoo Shorts

Munsingwear gives you a chance to show her . . . you can be just as wild and original with your shorts as she is with her hats. Primitive designs, mysterious as the jungle. Loud, laughing colors that seem to chant a reckless rhythm. Only Munsingwear brings you these Voodoo Print boxer shorts.

In fine rayon, sizes 30-42 \$2



1. CROMANTI (jungle dance)—royal blue, red, brown, gray.

2. DJUKA (bushman tribe)—gray, maize, green, wine.

3. VODU (guardian spirit)—red, gray, maize, royal blue, brown.

4. GABUN (primitive masks)—gray, royal blue, brown, red, maize.

MUNSINGWEAR®

at better stores everywhere

P.S. to the ladies . . . on his day, June 17 . . . give the chief of your tribe Voodoo Print boxer shorts.



Style 336
Chalet Last
Black Calf and
Grey Shantung
Flexible Fetherwate



Style 583
Chalet Last
Black Calf and
Grey Shantung
Flexible Fetherwate



IF IT'S *New* IT'S NUNN-BUSH

Style 370
Bermuda Last
Black Calf and
Grey Shantung

from \$18.⁹⁵

You Even *Feel Superior* in Nunn-Bush *Fetherwate Silks!*

The fabled silken vestures of Kings and Princes could not compare in charm or comfort with the sovereign quality Nunn-Bush achieves in these colorful, *wonderful* silks.

Every dollar invested in Nunn-Bush Ankle-Fashioned Silks can be expected to deliver much more than a dollar of wear!

NUNN BUSH

First in Quality!

ANKLE FASHIONED SHOES

NUNN-BUSH SHOE COMPANY, MANUFACTURERS, MILWAUKEE 1, WISCONSIN
Makers of Edgerton Shoes for Men from \$11.95



Bernie Fuchs

An advertisement for Manhattan clothing. Three light blue dress shirts are displayed on a stage, each with a dark blue tie featuring a red and white striped pattern. The shirts are arranged in a row, with the one in the foreground being the most prominent. The background consists of a red curtain and a gold, ornate archway. A sign on an easel in the foreground provides details about the shirts and ties.

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

Shirts \$4.50* Ties \$2.50*

Manhattan

© 1981 The Manhattan Company

*See tag for U.S. & Canadian prices



swimsuit by Cole of California Beautiful, isn't it? A rainbow of Coloray pastels that live forever! No fading ever in sunlight or under water, including soap and water! Because all the color comes from Courtaulds Coloray, the fiber that's most colorfast to all color dangers. Swimsuit of elasticized Coloray-acetate-cotton in sizes 32 to 38. About \$22.95. At B. Altman & Co., New York; Marshall Field, Chicago; Neiman-Marcus, Dallas and Houston; Woolf Bros., Kansas City; Frederick & Nelson, Seattle; Henry's, Wichita, or write Courtaulds (Alabama) Inc., 600 Fifth Ave., N. Y. 20.

COURTAULDS

COLORAY

THE COLOR IS FOREVER BECAUSE it's caged in forever via Courtaulds' solution-dyeing method. Color is poured into a viscose solution that flows through spinnerets to emerge as fully formed Coloray fiber. And inside is that wonderful Coloray color. It's caged in. It can't get out.



Solution-dyed rayon fiber with Captive Color. "Can't Escape!"

Lady Berkleigh

P A J A M A S

TAILORED

TO

A

MAN'S

TASTE!

Inspired by VALLI
Star of
Carol Reed's Production

THE 3RD
JMAN



America's best known man-tailored pajama. Roomy cut jacket, and smart, sleek-hanging trousers.

Convertible collar. Adjustable Gripper fastener waistband.

Contrasting piped edges and fringed sash. SANFORIZED

high count broadcloth in exciting pastel shades.


Sizes 32 to 40.

If your favorite store is out of stock, send us your order, to be filled by a store near you.

About \$3⁹⁵

Available at better lingerie shops and department stores.

LADY BERKLEIGH • 1107 BROADWAY, NEW YORK 10, N. Y.



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

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