

Enough men to swing the Presidential election

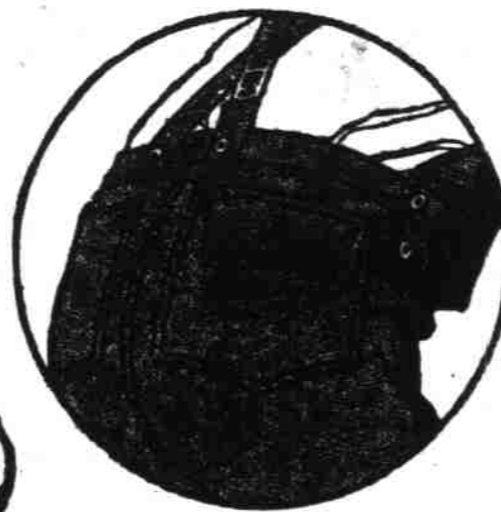
No presidential candidate has ever beaten an opponent by a number of votes equal to the number of wearers of Blue Buckle Overalls—6,000,000 pairs worn a year.



IT isn't brass bands or stump speaking that's made these millions of men think alike about overalls. *It's the overalls themselves.*

The first pair of Blue Buckle Overalls was made twelve years ago in an old deserted Virginia church.

Today, Blue Buckle Overalls are made in the largest, most up-to-date overall factory in the world. Millions of pairs are now turned out annually.



Here is a sample of the sort of sturdy, careful work you get in Blue Buckles—a back-band that cannot rip—extra broad seams—heavy double stitching—big, convenient pockets reinforced where the strain comes.

Every year more and more men have bought Blue Buckles for *just one reason.*

And that reason is Blue Buckles. Men have come to know that

every pair of Blue Buckles they buy always gives full value.

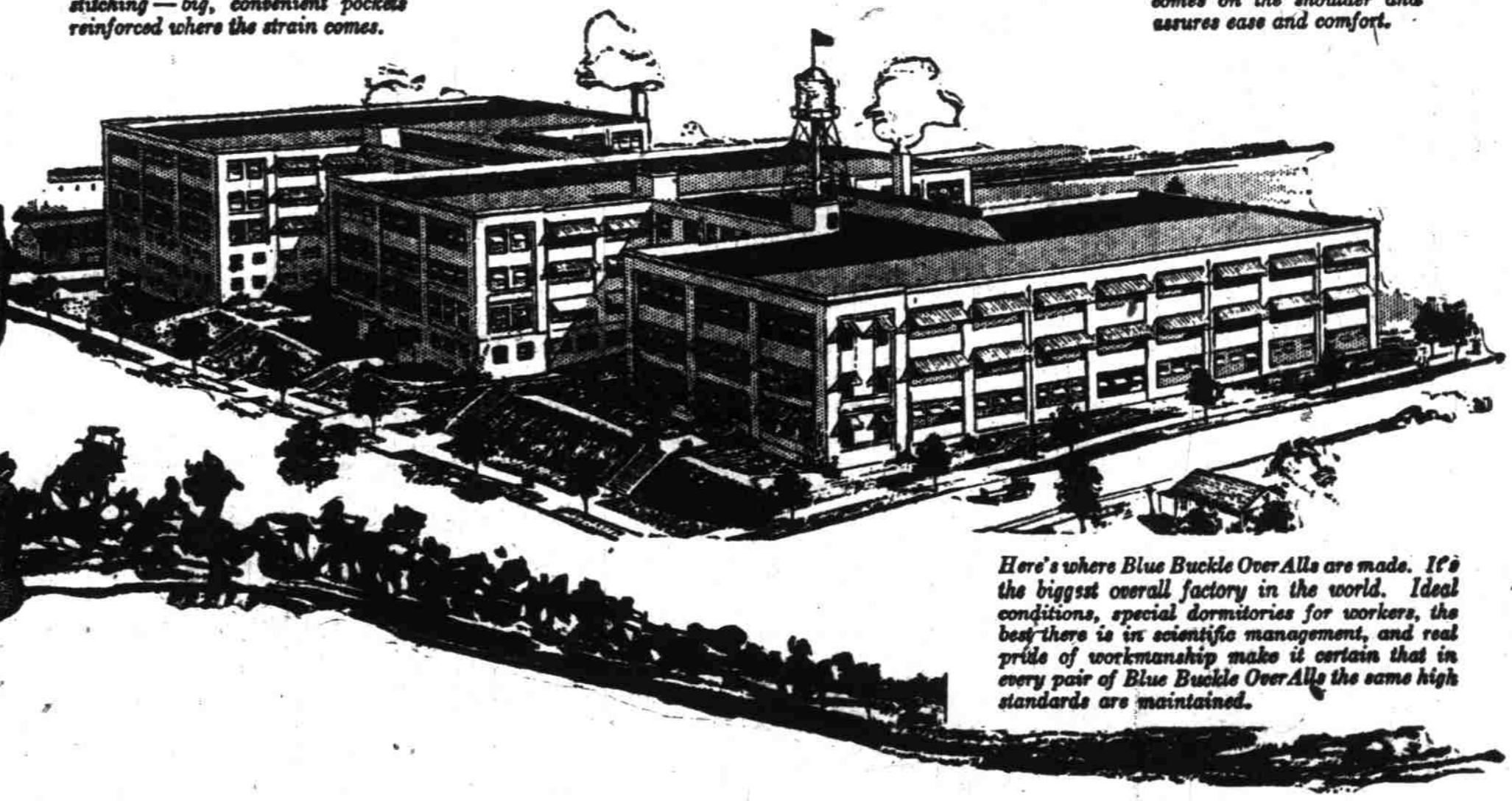
Long wear is woven into the tough, thick denim cloth. Every pair is always big and roomy—always comfortable. The wide, double-stitched seams never rip. The heavy brass buttons and buckles don't rust or break. Every detail has the same sturdy, first-class workmanship—the same careful attention. Big convenient pockets—extra-wide suspenders, a solid back-band, and free sway raglan sleeves on all the coats.

Wear, comfort, looks—you'll find them all in Blue Buckles.

Ask your dealer for a pair today—Men's, Youths' and Children's sizes.



Shoulder and sleeve all in one piece—this is a special Blue Buckle feature. This takes up the strain that normally comes on the shoulder and assures ease and comfort.



Here's where Blue Buckle Overalls are made. It's the biggest overall factory in the world. Ideal conditions, special dormitories for workers, the best there is in scientific management, and real pride of workmanship make it certain that in every pair of Blue Buckle Overalls the same high standards are maintained.

Blue Buckle Overalls

Union Made

Biggest selling overall in the world