

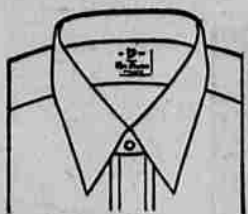
For Christmas . . . Give "Him"

Van Heusen Shirts

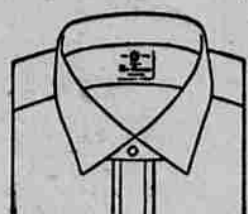
. . . and you'll give him a lot besides "the world's smartest collar"

It's O. K. to buy a man's shirt just for its collar—IF you can leave the rest of the shirt to the conscience of the maker! . . . This ad shows you just how fussy the Van Heusen conscience is! Because Van Heusen could—if it liked—trust to the mighty reputation of its smart-AND-Comfortable collar. Instead here's a maker who leans over backward to give you plenty of costly extras at no extra cost! . . . Read these quality points—compare them with the shirts HE is now wearing . . . then drop in, phone in or write in for His Van Heusen—"the shirt with a conscience."

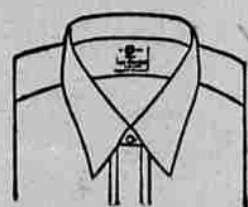
THREE
VAN HEUSEN
COLLAR-
ATTACHED
MODELS



"REGULAR"
collar-attached



"VAN EDEN"
collar-attached



"VAN LOBA"
collar-attached

\$2²⁵
and up

4 CONCAVE YOKE

Fits the natural slope of the shoulders, gives more freedom of action.

5 FINER FABRIC

Tested and approved by the American Institute of Laundering and Sanitized Shirts.

6 WELL-ANCHORED BUTTONS

Plenty of stitching to hold them fast. Note also the reinforced button-holes.

FAMOUS VAN HEUSEN COLLAR ATTACHED

Has flip-back foldline to eliminate cut-throat-edge from pressing; irons like a handkerchief, never wrinkles or wilts; woven of patented Van Heusen fabric.

ACTION-ROOM AT ARM-HOLES, SHOULDERS, ELBOWS

Plenty of space for movement, no straining of seams, extra wear and comfort.

SHAPED BODY-CUT

Shaped in slightly at the waistline to eliminate "bunchiness," give custom-type fit.



See VAN HEUSEN SHIRTS advertised in LIFE . . . COLLIER'S . . . SATURDAY EVENING POST . . . ESQUIRE

Exclusively at

MILLER'S



"It's Our Pleasure to Serve You"

Let's Spread More Cheer Than Ever This Year

Other Van Heusen Gifts

Sport Shirts
Famous for perfect fit
... spun rayon gabardine with hand stitching. 4⁷⁵

Ties
Lots of eye-appeal in these luxuriant fabrics that tie so perfectly. 1⁰⁰

Pajamas
Smart small checks, smart stripes in broad-cloth or elegant rayon. 3⁵⁰ to 6⁵⁰

Exclusively at Miller's