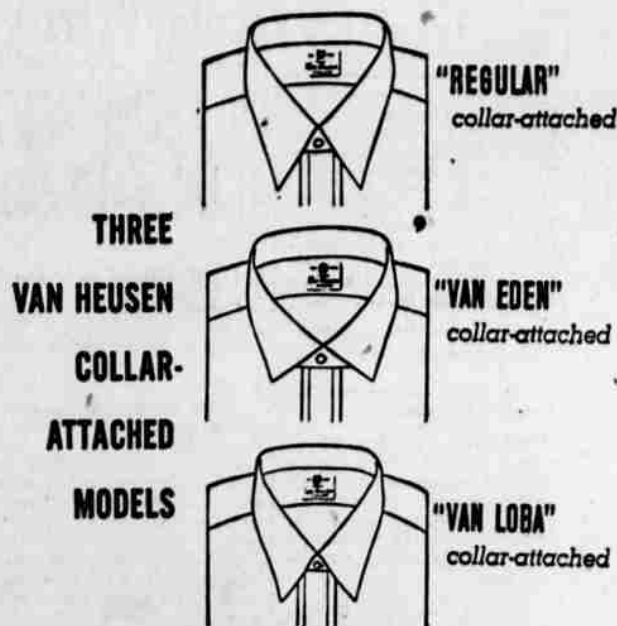


Van Heusen Shirts

give a man a lot besides "the world's smartest collar"



They say a man buys a shirt for its collar. And it's O.K. to buy that way—IF you can leave the rest 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 famous smart-AND-comfortable collar. Instead, here's a maker who leans over backwards to give you plenty of costly extras at no extra cost! Read these quality points... compare them with the shirt you now wear... then drop in, phone in or write in and order PLENTY of Van Heusens—"the shirt with a conscience!"

\$2²⁵
and up

FAMOUS VAN HEUSEN COLLAR ATTACHED

Has flip back foldline to eliminate cut throat edge from pressing, irons like a handkerchief, never wrinkles or wrinkles, wears and patented Van Heusen fabric.

1

ACTION ROOM AT ARM- HOLES, SHOULDERS, ELBOWS

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

2

SHAPED BODY CUT

Tapered in slightly at the waistline to eliminate bunchiness, give custom type fit.

3

CONCAVE YOKE

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

4

FINER FABRIC

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

5

WELL-ANCHORED BUTTONS

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

6



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

GLENN H. UTZ

MEDFORD'S CHRISTMAS STORE FOR MEN

OPEN EVERY WEEK DAY NIGHT TILL 8:00-SATURDAYS 8:30

GLENN H. UTZ • 125 E. MAIN • MEDFORD

Gentlemen:
Please send me the Van Heusen White Shirts indicated below:

SHIRT COLLAR MODEL	QUANTITY	COLLAR SIZE (14-17)	SLEEVE LENGTH (32-35)

NAME _____
ADDRESS _____
CITY _____ STATE _____

SEND AND CHARGE ☐ SEND C.O.D. ☐