

GIVE HIM...

GUARANTEED



FRUIT OF THE LOOM UNDERWEAR



Gifts he'll wear all year 'round!

For men, for boys—Fruit of the Loom is America's favorite underwear! Give them by the box and save. Most popular because Fruit of the Loom offers all these wanted features: Sanforized high-count cotton broadcloth • reinforced at stress points • lasting fit through countless washings • sensibly priced • unconditionally guaranteed. Best gift value ever!

Men's
Athletic
Shirts.
Box of 6.
\$2.99

49¢

Men's
Sanforized
Shorts.
Tee Shirts.
Briefs.
Box of 6.
\$4.10

69¢

Men's Tee Shirts, S, M, L, XL;
Briefs, 28-30; Shorts, 28-32; Athletic Shirts, 34-54

Boys' Shorts 5¢, 6 for \$3.00;
Boys' Tee Shirts and Briefs 49¢, 6 for \$2.99;
Boys' Athletic Shirts 39¢, 6 for \$2.30, Sizes 2-16



More men and boys wear **FRUIT OF THE LOOM** underwear than any other brand!

EMPIRE STATE BUILDING, NEW YORK 1, NEW YORK



High-speed film sequence shows Nike launching; missile moves out of sight in seconds.

How Nike Guards Our Cities

by John Hoggatt