

MAKE IT A WHITE CHRISTMAS... GIVE

GUARANTEED



FRUIT OF THE LOOM

UNDERWEAR...WORN BY MORE MEN AND BOYS THAN ANY OTHER BRAND



Fine men's sweatshirts too...wonderful gifts for every branch of your family tree

Constant-comfort underwear • Sanforized high-count cotton broadcloth • reinforced at stress points • lasting fit through countless washings • sensibly priced • unconditionally guaranteed! Men's fleece-backed sweatshirts... casually perfect for that crisp nip in the air. Highly absorbent... cut for free 'n easy action—nylon-reinforced neck retains shape. Silver Grey or White. S, M, L, XL. \$1.59 (3 for \$4.75).

49^c

MEN'S Athletic Shirts
Box of 6 for \$2.90

69^c

MEN'S Sanforized Shorts,
Tee Shirts, Briefs
Box of 6 for \$4.10

BOY'S Athletic Shirts—39c, 6 for \$2.30;
Tee Shirts and Briefs—49c, 6 for \$2.90;
Sanforized Shorts—59c, 6 for \$3.50. Best by the box.



FRUIT OF THE LOOM UNDERWEAR

EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

Quips and Quotes



After Hours

When everything's dark and I'm
sneaking in late,
I know every step of the way;
The turn of a corner, the length of
a wall,
The distance from chair to buffet.
But the one thing I'll never be able
to do,
Though I practice the rest of my
life,
Is to tell in advance the precarious
niche
Where I always bump into my wife.
—Bob Besch

The little girl told her mother,
"Those people next door must be
awfully poor."

"Why do you say that, dear?"
the mother asked.

"They made such a fuss when
their baby swallowed a dime."

—Christian Herald

The trouble with slacks for
women is that so few designers
have hindsight.

—Ken Kraft

The producer of a television show
had made arrangements for the ap-
pearance of a talking dog. Then, as
an afterthought, he decided that if
one talking dog was entertaining,
two talking dogs might be worth
an Emmy, so the trainer of a sec-
ond canine was contacted for an
appearance.

On the night of the show, the
proud producer brought the two
acts together. At the sight of each
other, the trainers paled, and the
dogs bristled.

"What's the matter?" the pro-
ducer asked with a sinking feeling.
"Don't they like each other?"

"Like each other!" shouted one
of the trainers. "They not only
don't like each other—they aren't
speaking!"

—Hal Chadwick

Memory is what tells a man his
wedding anniversary was yester-
day.

—Franklin P. Jones in Quote

A woman was determined to
avoid jury duty. She explained to
the judge that she should be dis-
qualified because she did not be-
lieve in capital punishment.

The judge was bewildered. "Cap-
ital punishment? Why this is a
simple case in which a housewife
saved \$1,000 for a fur coat. She
gave the money to her husband to
make the payment, and he gambled
it all away."

"Oh," replied the woman, "I
guess I can serve after all. I was
wrong about capital punishment."

—A. W. Stinson

Chic Sheiks

How strange that Bermuda shorts
Are viewed with the loudest
snickers

By vintage '26 sports
Who were darbs (I quote) in
knickers!

—Georgie Starbuck Galbraith

Diction Exercise for Housewives

The rain that falls on plains in Spain
Is spotting my clean windowpane.

—Francis O. Walsh



"All the money it's costing us, and you won't even take a deep breath!"