

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

90% 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 appearance 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 second 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 producer 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 yesterday.

—Franklin P. Jones in Quote

A woman was determined to avoid jury duty. She explained to the judge that she should be disqualified because she did not believe in capital punishment.

The judge was bewildered. "Capital 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!"