

Give A VAN HEUSEN For Christmas



Distinctive Styles
 With Many
 Different Colors
 To Choose the
SHIRT
 OF
 YOUR
 CHOICE

FAMOUS
 For Its Correctly
 Styled,
 Perfect Fitting
 Long Wearing
 Collar

MEET THE *Van Heusen* - A GREAT SHIRT
 THAT LIVES UP TO A GREAT COLLAR

Big feature is the collar—same famous Van Heusen you've known and cheered for years. You'll like the new Van Heusen collar-attached shirt for its custom-pattern cut, its free-swing construction, its attention to your "display zone." Get it in fine whites or patterns.

\$2

WE CARRY:

Other Famous Philip Jones Products Which Are
SURE TO PLEASE!

Van Heusen and Philip Jones Pajamas

Handsomely Tailored and a Real Pleasure to Sleep in . . . Also Bargain
 Values in Horton Collarite and Yate's Shirts

E. K. Cunningham & Company

"THE SHOP OF QUALITY"