Obviously, he makes the grade

We don't mean just at exam time, either. The comfort-conscious guy can tell at a glance that these smart Arrow shirts make warm weather a breeze. The medium-spread collar and fresh patterns are just right, alone or with a casual jacket. Arrow sports shirts come in a variety of fine patterns, priced from $4.00 up.

THE TAREYTON RING MARKS THE REAL THING

Lesson for today: In a few short months, New Dual Filter Tareytons have become a big favorite on U.S. campuses. For further references, see your campus smoke shop.

IT'S PURE MAGIC...
...THE COMFORT IN "B.V.D."

Sitting... standing... or moving about... There's never any binding with "B.V.D." underwear. Perfect fit when you buy it... perfect fit after repeated laundering. Start out Easter right in "B.V.D." underwear. "next to myself... I like "B.V.D. best"

ATHLETIC SHIRTS
Fine premium cotton. 34 to 46.

69¢ 3 FOR $2.05

SANFORIZED SHORTS
Boxer or gripper. 38 to 44.

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Fine premium cotton. S, M, L, XL.

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Fine premium cotton. 28 to 46.

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new "B.V.D." garments must completely satisfy
or it may be returned for an immediate refund!

TECHNOLOGY COOP

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Our University Shop features exclusive styles at moderate prices, in sizes 35 to 42...including new items you'll want for late Spring. And attractive furnishings, too.

Lightweight Darne® and Worsted Tropical Suits, $60
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Washable Darne-and-Cotton Pajama Suits, $40
Attractive Twilled Sport Jackets, $45
Printed India Madras Odd Jackets, $37.50
And sport and polo shirts, Odd Trousers, etc.

* Du Pont's fiber

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THE REAL THING IN MILDNESS... THE REAL THING IN FINE TOBACCO TASTE!