WHO SAID IT FIRST?
A column of incidental intelligence
by Jockey brand

"EVERYONE TO HIS OWN TASTE!"
"There has never been any accounting for tastes, and it is certain that the first truth was promoted by its "Progressive," for he called it his "wholly original invention."

"EVERYONE TO HIS OWN TASTE!"
"Every one to his taste, as the woman said when she kissed her cow."

"PRACTICE WHAT YOU PREACH!"
"Spends like a colossus right out of "Four-riches," but fresher and in many countries before Ben Franklin. Commentateurs de Paris, in his "Progressive," he called it his "wholly original invention."

"PRACTICE WHAT YOU PREACH!"
"Facies ipse quad faciamus suades."

"LOVED AND LOST!"
"It's better than not loving at all according to Lord Templeton's "Admission," XVIII.

"LOVED AND LOST!"
"I hold it true, 'tis better to be loved and have than never to have loved at all."

Jockey SKANTS' striped brief

"Purely sensational!"
"That's the judgment of an eagle man who has seen the new Jockey Striped SKANTS. Jockey stylists have taken this 100% stretch suiting fabric style brief...added candy stripes...and produced a garment you'll really enjoy wearing.

SKANTS is on sale in the store with a low waistband for the man who has seen that's the judgment of college men who have seen when you top off your shave with Old Spice! Assured. Reaxed. You know you are far from a "skant.""

Make your selection of Old Spice
before every shave

Splash on Old Spice After Shave Lotion. Feel your face wake up andlive! So good for your skin...so good for your ego. Drink as an ocean breeze.

Old Spice makes you feel like a new man. Confident. Assured. Relaxed. You know you're at your best when you top up your shave with Old Spice. TOO!