

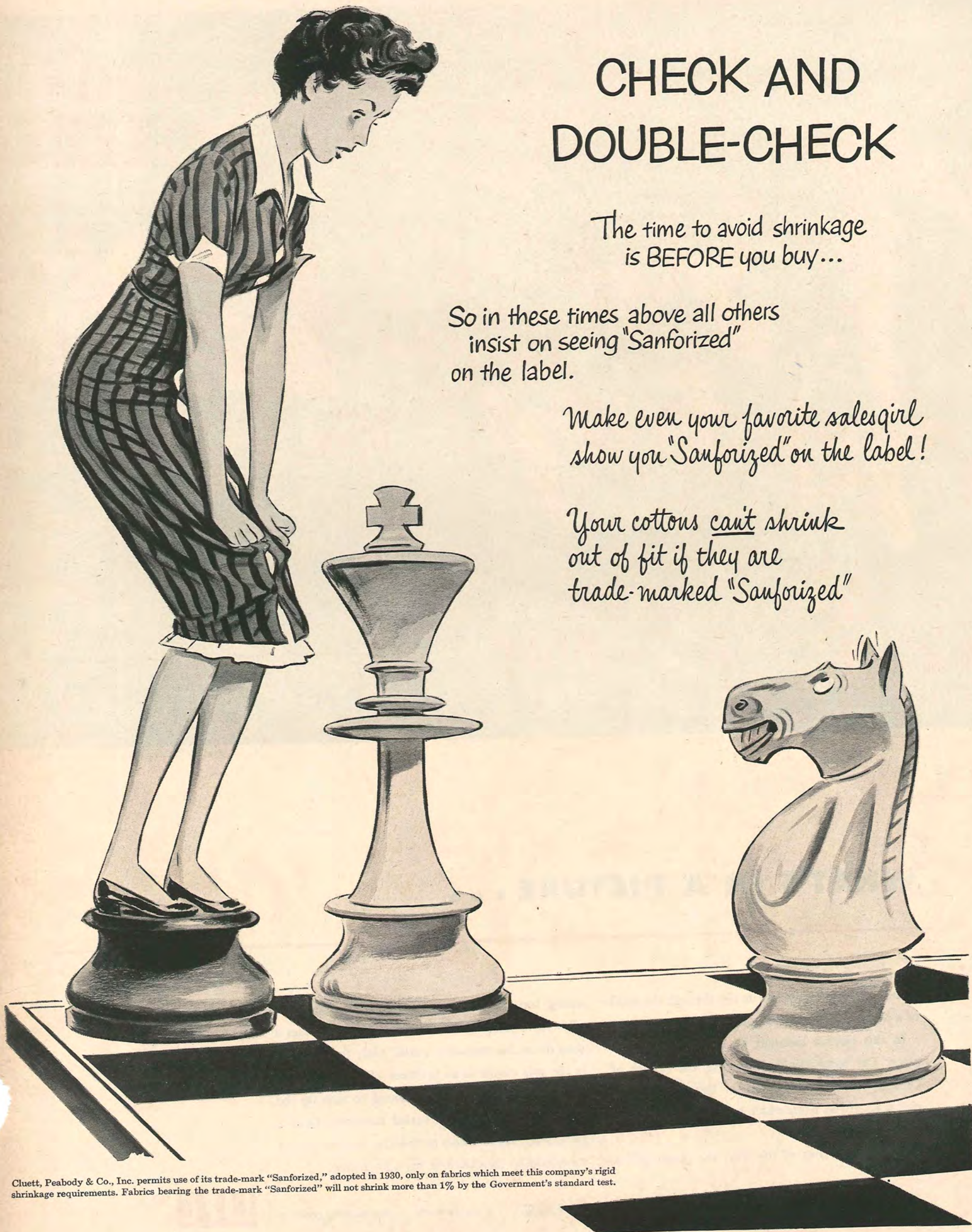
# CHECK AND DOUBLE-CHECK

The time to avoid shrinkage  
is BEFORE you buy...

So in these times above all others  
insist on seeing "Sanforized"  
on the label.

Make even your favorite salesgirl  
show you "Sanforized" on the label!

Your cottons can't shrink  
out of fit if they are  
trade-marked "Sanforized"



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.