

Urges Scrap Books of News Clippings As Christmas Gifts for Servicemen

Home town news makes an ideal Christmas present for service men, particularly those who are far from home says Mrs. Maurice T. Moore, chairman of the USO National Women's Committee. In a memorandum to leaders of the

100,000 women volunteer working for USO throughout the country. The National Catholic Community Service, which was established by the Catholic bishops of the United States, is one of six member agencies of the USO to whose

volunteer workers the memorandum was sent. "Men overseas are not getting their home town newspapers in any quantity because of the tremendous burden upon shipping facilities," Mrs. Moore states, "hence scrapbooks filled with intimate news items from home can add immeasurably to their enjoyment of Christmas." "Naturally each family will ap-

port its own clippings," Mrs. Moore's memo said. "Because each brother is interested in at least one read about." These packages for men overseas should be limited to the size of a checkbook, the scrapbooks should be about six inches wide and eleven inches long. And all Christmas mail for men overseas must be dispatched before Nov. 1, the date warned.

Use Parish Hall

New Brunswick, N. J. — In the presence of civic and religious leaders of the community and guests from nearby military bases, the parish hall of St. Peter's Church here was turned over to the National Catholic Community Service of the USO by the Rt. Rev. Hugh Peter J. Clark, the pastor, at a formal acceptance and dedication ceremony.

THREE TIMES STRAIGHT!

Are Bond's balmy? That was 1937.

Just plain wacky? That was 1941.

Completely cuckoo? That's what the puzzled head-scratchers are mumbling now, in 1942.

Your pocketbook remembers '37. Hoist those prices, boys—it's a boom. And up they go, on everything from ships to sealing wax. But—Bond sits tight! "Let's make more friends and we won't need higher prices." What happens? More men wear Bond clothes than any other clothes in America. *Balmy, eh?*

Comes 1941—and more hoopla. Defense plants going great guns. Full dinner pails. So prices take another ride—and this time plenty! Again—Bond sits tight. "Let's take it easy—greater volume can bridge the gap." It can, and does—for still more men wear Bond clothes than any other clothes in America. *Just plain wacky, eh?*

And now—1942. War! The mad rush to buy. *Zowie!*—look at price tags now! Remember what they were yesterday? Well today, some are up 45%. Sorry, this time Bond's can't sit so tight. Woolens have really hit high "C". Trimmings, too. And labor gets lots more. So Bond prices, with a faint flutter, finally give in. *Yes, they flutter up all of 2%.* And square-deal-loving Americans eat it up.

Here it is, in plain dollars and cents—Bond prices for one trouser suits ever since we've been in business, compared with Bond prices for those same suits today!

Look! During all these years, Bond Streeter Suits were \$22.50. Today, they're only \$22.95!

Look! \$27 and Bond Rochester Craft Suits were ever a famous team. Today, the change is only to \$28!

Look! Bond Park Lane Suits always satisfied champagne tastes at the club-soda price of only \$31.50. Today, \$32 does the same grand job—only 50 cents more!

Look! Bond's exclusive Executive Group Suits, with their lavish use of Rochester needlework, were always \$36 and \$40.50. Today, these luxury clothes are yours for no more than \$36.50 and \$40.75!

And no finagling with quality, if you please. We've never tolerated such monkey business—and never will! Dollar for dollar, cloth for cloth, stitch for stitch, the intrinsic value of every Bond suit stands firm as a General Grant Tank—today, tomorrow, as long as we're in business!

If playing the game that way is completely cuckoo, looks like we're elected. Maybe it would have been easier to boost prices while we could—and the heck with all those loyal friends who have made us America's No. 1 clothier.

What do you think?

BOND CLOTHES

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