



Buttons and Boche

REMEMBER that big attack? You couldn't spare a whole squad to escort your prisoners back to the cages; you needed every man in front. You got around the difficulty by cutting all the buttons off the boches' trousers. That made them helpless. They couldn't run and they couldn't fight. You parked the skipper's dog robber on their flank with a warped rifle and ran 'em back.

That just shows how important buttons are.

But Wilson Brothers didn't need a war to teach them that. They knew that in peace time the cumulative irritation of loose and missing buttons was just as bad as the concentrated effect on Jerry. So long before 1914, somewhere back in their 58 years of building men's furnishings, they began to *knot* every button on. They *can't* come off unless the thread is cut. And these union suits don't cost you a sou more than the ones you've got on either.

Wilson Bros

Underwear

Shirts

Scarfs

Hosiery

Furnishings