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OF THE WEEK



Television is an integral and expensive part of a new political technology that harnesses behavioral research and computer technology to win election campaigns. The trend is thought by some to threaten the party system. See page 229. (Photo: NBC)

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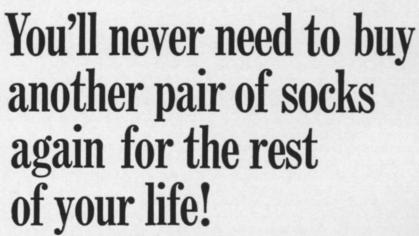
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(unless your laundry loses them)

These revolutionary 8-ply nylon socks are made of yarn so indestructible... we unconditionally guarantee to give you FREE replacements -pair for pairfor any you ever wear a hole in!

When our new merchandise man was offered an exclusive on these indestructible nylons socks, he called the manufacturer a liar.

"Can't be done!" he said, "If the socks are as strong and durable as you claim, they've got to be so stiff underfoot, they'll be unwearable!"

"Kitten-soft," said the manufacturer.

"Then they won't wash satisfactorily."

"Always come out like new," barked the manufacturer. "Permanent colors, lasting texture and

"Or you'll weasel the guarantee," added our man, doubtingly.

"Unconditional!" snapped the manufacturer.

"What's the catch?"

"No catch, no secret!" said the manufacturer happily. "8-ply yarn of DuPont nylon—instead of the usual 4. Woven so closely, they make ordinary socks look like they're three-quarters air, by comparison! Styled by one of the world's great sock designers—for perfect proportion and fit. This yarn is guaranteed to wear forever, in normal use. That "normal use" simply means regular ordinary wear-don't burn holes in them deliberately, or try to cut them with a scissors or razor."

We still had to be shown. So we got samples. And we wore them. And wore them. And machine washed them. And Laundromatted them. And tortured them. Like wearing one pair for a week

12 pair for \$14.98 straight—till we thought they'd drown in sweat. Then we washed them—with no sweat! They looked and felt like new. The socks didn't surrender. We did. They're for real— and forever!

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6 pair only \$7.98

If you've got a slow laundry (or grown-up kids), take us up on our discount dozen offer . . . 12 pair—only \$14.98. Same assortment (only doubled) . . . same forever guarantee!



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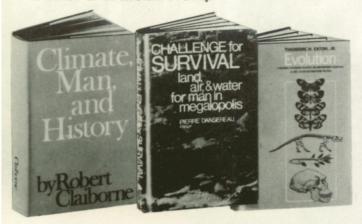
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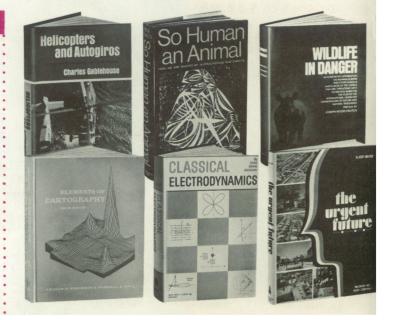
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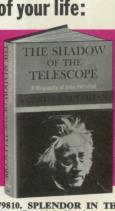
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