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Illustration from photograph supplied by U. S. Marine Corps

No. And no ivory-handled brushes or scented soaps. Anyway, what would a Leatherstock want with perfume? In the Solomon, it's either the Pacific with a shark to tickle his pinksies—or the water-tank. And when you're jungle-dirty, the primitive water-tank's a luxury, no our esteemed Marine here.

But, where towels are concerned, a bath isn't primitive! The brisk, efficient towels you take for granted are welcome equipment to our men in all the services. Many are the same durable Cannons you're so proud to use in your own home. When the day's been a tough one, you know how grateful you are for that quick shower and rub-down. Well—after a day's drill or a week's combat—our men are twice as grateful!

That's why there aren't so many towels for the rest of us at home . . . the best reason in the world for us to take good care of the good towels we have.



Millions of Cannon Towels

are now going to the Armed Forces. So you may find a smaller selection in the stores—fewer styles and a limited variety of colors. But the durable Cannon quality, the handy quality that will see you through, remains the same. When the war is over, Cannon will again present the newest designs in the most charming colors.

For Victory—Buy U. S. War Bonds!



HOW TO MAKE YOUR TOWELS LAST LONGER AND STAY "DURABLE FOR THE DURATION"

Laundry before they become too soiled
Fluff-dry terry towels—never iron
If hems are snagged—cut off, never pull
Mend snags and other breaks immediately
Buy good-quality towels—always the best economy

Illustration as described by the soldier



BUNA BATHTUB

"We came across this Buna village," says a private in the army, "and down on the beach was a canoe that the natives had no use for. It was full of rainwater and so very dirty. The natives thought we were wacky—but what a bath, brother, what a bath! A fresh-water bath is a welcome novelty sometimes to our men who are bath-bait and weary. But they do have towels—and they're grateful for 'em! Good towels, too. Many are Cannons—brisk, efficient, hand-working—the kind you're proud to own as standard home equipment. We all need towels—but they need them more. That's why there aren't so many here at home. The best reason in the world for us to take special care of those we have!"

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Illustration as described by the sergeant



TANK CORPS

Maybe this Roman bath was built for a conquering Caesar. Well, today it's being used by Joe Doughdady. Whoever built it, "ye ole swimmer bath" is giving the boys a Roman holiday, American style. "Holy mackerel!" said one Tank from Michigan, "it's medicinal!" "Yeah," said a little fellow from Brooklyn, "it's good for what ails ya!"

And when "what ails ya" is Mediterranean heat and light-fatigue and peering fire, a swim is welcome! Welcome, too, is the brisk rub-down with a good towel. And our men are grateful for the same durable towels you accept as a matter of course. Many of these are Cannons—the brisk, efficient Cannons you're so proud to use in your own home. If you fluff faster in the stores these days, it's because our men—needing them more—are getting more! So let's make those we have last longer—far their sake as well as our own!



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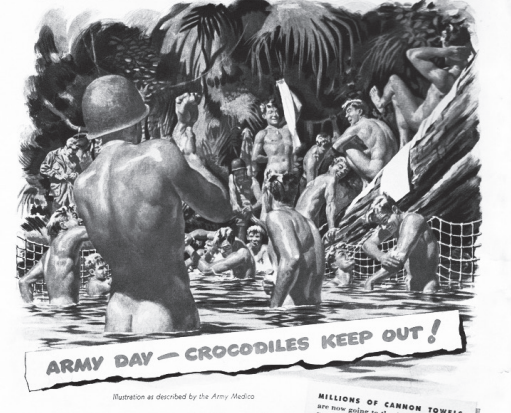
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Illustration as described by the Army Medical Corps



ARMY DAY—CROCODILES KEEP OUT!

Did you ever have to put a net across your bathtub—and share it with a crocodile? Sometimes, according to this medical captain, you have to do that for a bath—in the South Pacific Islands. Since "crooks" have finicky palates, with a partiality for legs, the kids put two nets across a stream and weight them down. Thereafter the "crooks" are on the outside, looking in!

You might not enjoy the bathing facilities of our boys in the service, but you'd heartily approve of their towels. For in many of their service packs are those same husky, durable Cannons you're so proud to use in your own home. . . . You know how welcome a bath and a good towel are after a trying day. You can imagine how welcome to our men after long stints of marching or combat! They need them more than we do. That's why there are fewer towels for us. That's why, too, it's important that we take good care of those we have.

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August 1943 Good Housekeeping

Revue pressée

par Patrice Verdière



Cette série de publicités pour les serviettes *Cannon* est parue dans la presse américaine en 1943. Les États-Unis sont entrés en guerre. Les hommes sont au front, aux quatre coins du monde. Pour vanter la qualité de ses serviettes, la marque de linge de maison met en scène dans chacune de ces illustrations « d'authentiques » récits rapportés par des soldats rentrés au pays. Quelque part dans une île du Pacifique, en Afrique ou en Méditerranée, les *boys* se libèrent des uniformes qui les contraignent et des bottes qui les meurtrissent, pour partager, en bonne compagnie, dans le plus simple et désarmant appareil, les doux plaisirs de la toilette. La serviette – ultime accessoire de mode – devient pagne, écharpe, toge, turban... Elle drape autant qu'elle galbe, elle sèche autant qu'elle flatte des corps athlétiques et bronzés, d'un puissant (homo)érotisme.