

# B BRANDEIS

## INTRODUCING SEDFIELD® DO-NOTHING™ 100% COTTON DENIM JEANS AND JACKETS WITH SANFOR-SET

Good old-fashioned 100% cotton denim jeans and jackets come with a built-in miracle, Sanfor-Set. And only Sedfield Do-Nothing denim has it.

Sedfield Do-Nothing denim jeans and jackets will come out of the dryer with no wrinkles to iron. With no puckers along the seams. With no leg twist. And they're the first 100% cotton denims that shrink less than 1%. Which all adds up to a perfect fit no matter how many times they're washed and dried.

Our Do-Nothing good old-fashioned 100% cotton denim jeans and jackets start out soft and get even softer fast. They're long wearing and fade to just the right shade of blue.

All Do-Nothing jeans and jackets come with an unconditional guarantee of consumer satisfaction from Sedfield.

If you want jeans and jackets that come out of the dryer without a wrinkle, without ever a need for ironing, then come to Brandeis for Sedfield Do-Nothing 100% cotton denim jeans and jackets with Sanfor-Set.



Does the dryer make your 100% cotton jeans and jackets look like a prune? You need 100% cotton denim with Sanfor-Set. It doesn't wrinkle.



### is comfortable

Cotton breathes so it feels comfortable anytime of year. It's static free so it doesn't cling.



### is a good investment

Freedom from pilling. From snagging. From odor. And now cotton is freedom from care.



### is freedom

Cotton is a proven performer. Rugged. Durable. Cotton has popular appeal, it's the way to go.



### is 100%

100% natural. 100% washable. 100% wearable.

Men's  
jeans

**13.50**

Men's  
jackets

**18.00**

Stage five Balcony



100% cotton denim jackets without Sanfor-Set pucker along seams and pockets.



100% cotton denim jackets with Sanfor-Set don't wrinkle or shrivel. Less than 1% shrinkage.

**Prune eating contest!**

Get ready for the prune eating contest Thursday evening, March 20th, at 7:30, in the men's balcony at Brandeis. A KLM disc jockey will broadcast live on the activities. See you there!!

**SANFOR SET**  
TRADEMARK OF THE SANFORIZED COMPANY