

Introducing the new townsman coat — completely new idea in sport coats — sharp — different — and priced to meet your high school budget. Being worn by Eddie Sauer and admired by Jean Benz and Joan Koester.

Fellas, it's "Waldorf Lounge" and it sets the pace for smart drapes — makes you look taller, broader and better, gives you that lithe, tapering athletic appearance; and they're priced from \$34.75. The "Waldorf Lounge" is being fitted by Gene Elkus, at Max's and being worn by Tom Kennedy, looking in smiling approval is Barbara Wilson.

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Max's Clothing Store
"Where styles begin"

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