



“INSIDE” FACTS ABOUT KUPPENHEIMER CLOTHES

Have you ever wondered why a Kuppenheimer suit holds its shape better than the ordinary suit? The secret is in the exclusive Kuppenheimer construction, the care and skill of making, and the quality all-wool fabrics.

No heavy padding is used. A special wool canvas interlining in the lapels and front of the coat gives that enduring shapeliness and softness.

Every little detail of a Kuppenheimer suit must pass a rigid inspection—seams, trimmings, threads, linings—EVERYTHING.

To insure long wearing service, and shapeliness under the hardest conditions, Kuppenheimer woollens are first cold water shrunk and then tested as to sun, moisture and climatic effects. If they don't pass this exacting test in every respect, they can't qualify for a Kuppenheimer garment.

Not a single detail is eliminated in making Kuppenheimer Clothes live up to the reputation they have so justly earned as the finest ready-to-wear clothes in America.

New Fall Kuppenheimer Suits at \$35 to \$60

A Few Specials at \$20 to \$30

THE
HOUSE OF
KUPPENHEIMER
CLOTHES

The GNAM-LAMBERTY CO.
"The Store of Quality."

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