

Twitter Thread by Pulp Librarian



Pulp Librarian

[@PulpLibrarian](#)



One slightly warm day and I'm all...

Lew Magram Presents "Calcutta Cloth" Leisure Suits

\$39⁹⁵ Any Two for **\$77!**



THE BOMBAY COOLER



THE BENGAL LANCER



When in N.Y.C. Be Sure To Visit Our Store

Introducing "Calcutta Cloth" It's the great heat-beater fashion fabric of the year. Super cool and comfortable 100% crushed cotton. Incredibly packable . . . machine washable.

The Bombay Cooler . . . Wear this long-sleeve leisure suit anywhere and really beat the heat! Four button-flap pockets . . . high-back, long-point collar . . . chalk buttons. Flare bottom pants have western pockets (plus two back pockets). In **Copen Blue** or **Yellow**.

The Bengal Lancer . . . Our half-sleeve leisure suit is adapted from the off-duty uniforms of the British Bengal Army. Note the button-flap pockets on chest and sleeve. Plus epaulets . . . high-back, long-point collar . . . chalk buttons . . . smart contrast stitching. Pants have flare bottoms and western pockets (plus two back pockets). In **Bone** or **Melon**.

Sizes (both suits): Jacket — S-M-L-XL. Pants — 30 to 40, even waist. Pants shipped with unfinished bottoms.

Coordinating "Sunburst" T-Shirt. Color as shown. Sizes S, M, L, XL \$9.95

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	Bombay Cooler	Yellow			
	Bengal Lancer	Bone			
	Bengal Lancer	Melon			
	T-Shirt	As Shown			

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lew magram, 830 7th Ave. (Nr. 53rd St.), Dept. YPB, N.Y.C. 10019

If tomorrow's as slightly warm as today...

**Mens short &
long sleeve
business
shirts**

\$2⁹⁹
EA.

Polyester/cotton in white
and pastels. 37-44.

Fashion ties

\$3⁹⁹
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Prints and woven
designs. Look smart in a
Target tie.

Fashion shorts

\$7⁹⁹
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Fashion shorts in a good
range of styles. 3-7, 4 $\frac{1}{4}$,
5 $\frac{1}{4}$, 6 $\frac{1}{4}$, 7 $\frac{1}{4}$.

Leather belts

\$2⁵⁹

1 $\frac{1}{2}$ " size

Other sizes and prices
available too.

Walk socks

99^c
PR.

Machine washable. 1 size
fits all. Assorted colours.



And if it's not...

