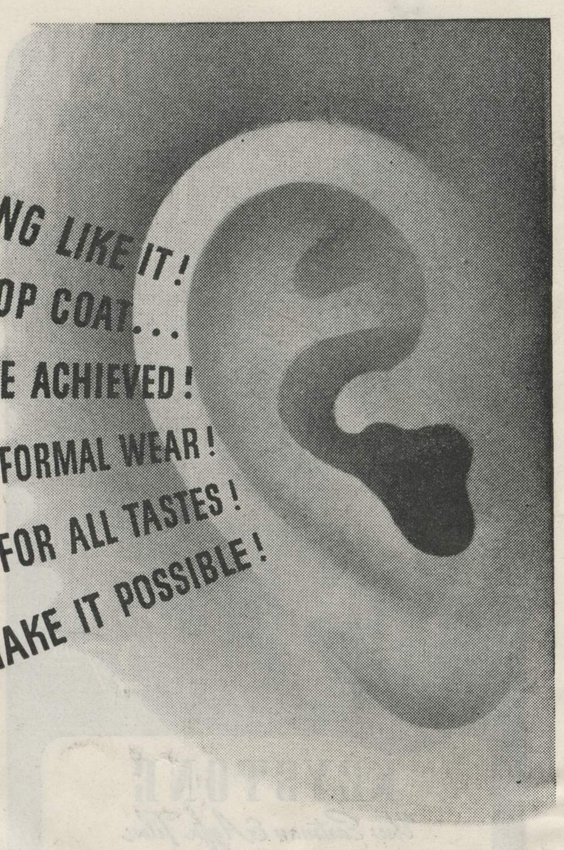
# A NEW KIND OF COAT... NEVER HEARD OF ANYTHING LIKE IT!



## WITH ALL THE STYLE OF A TOP COAT... PLUS THE FREEDOM, CONVENIENCE OF A JACKET..A COMBINATION NEVER BEFORE ACHIEVED!

## A COAT FOR HARD SWINGING SPORTSMEN, WELL DRESSED SPECTATORS, FOR ALL INFORMAL WEAR!

## IT COMES IN FABRICS AND KNIT GOODS FOR ALL SEASONS, MODELS AND PATTERNS FOR ALL TASTES!

## WHY NEVER BEFORE? IT TOOK THE TALON FASTENER* AND A NEW INVENTION TO MAKE IT POSSIBLE!

THE SURCOAT SHOWN IN MODELS BY FOUR OF MANY MAKERS

At last! A slide-fastened coat of flattering *length* . . . yet free enough for all kinds of *action!* Reason: Surcoat Construction and the TALON fastener. This model comes in water-repellent gabardine — lightweight, yet warm!

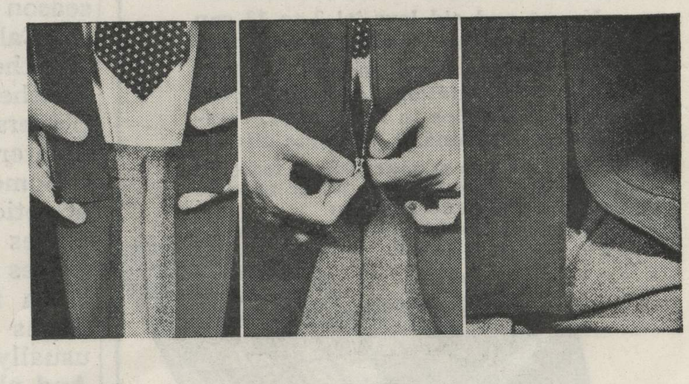
You'll be very much in the style picture in this smart slide-fastened camel's hair Surcoat. It has perfect front drape —and *does not bind at hips!* It's closed easily, neatly, and completely weather-tight with a TALON slide fastener!

Think of it! A warm, roomy double-breasted coat that isn't "bulky." Credit goes to the trim, weather-tight TALON slide fastener! . . . It's convenient . . . it's speedy . . . it's a thousand times neater! Model above in camel's hair.

No icy gale will freeze this male! For he's sealed snugly with *two* TALON fasteners. One closes front—the other closes convertible hood . . . Model above in Hudson Bay cloth. Style and freedom, thanks to Surcoat Construction!

***NEW INVENTION**...the Surcoat Construction with the Talon fastener. Makes possible the first slide-fastened medium-length coat that *can't* bind at hips . . . that *always* drapes perfectly. A coat, in addition, that's *easier* to put on and take off. See the Surcoat today at men's and department stores.

TALON, INC., MEADVILLE, PENNSYLVANIA



**TALON SLIDE FASTENER** ★ MADE BY TALON, INC., ORIGINATORS OF THE SLIDE FASTENER

Reg. U. S. Pat. Off.