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## **"The fat cats hate us. But they copy us anyway."**

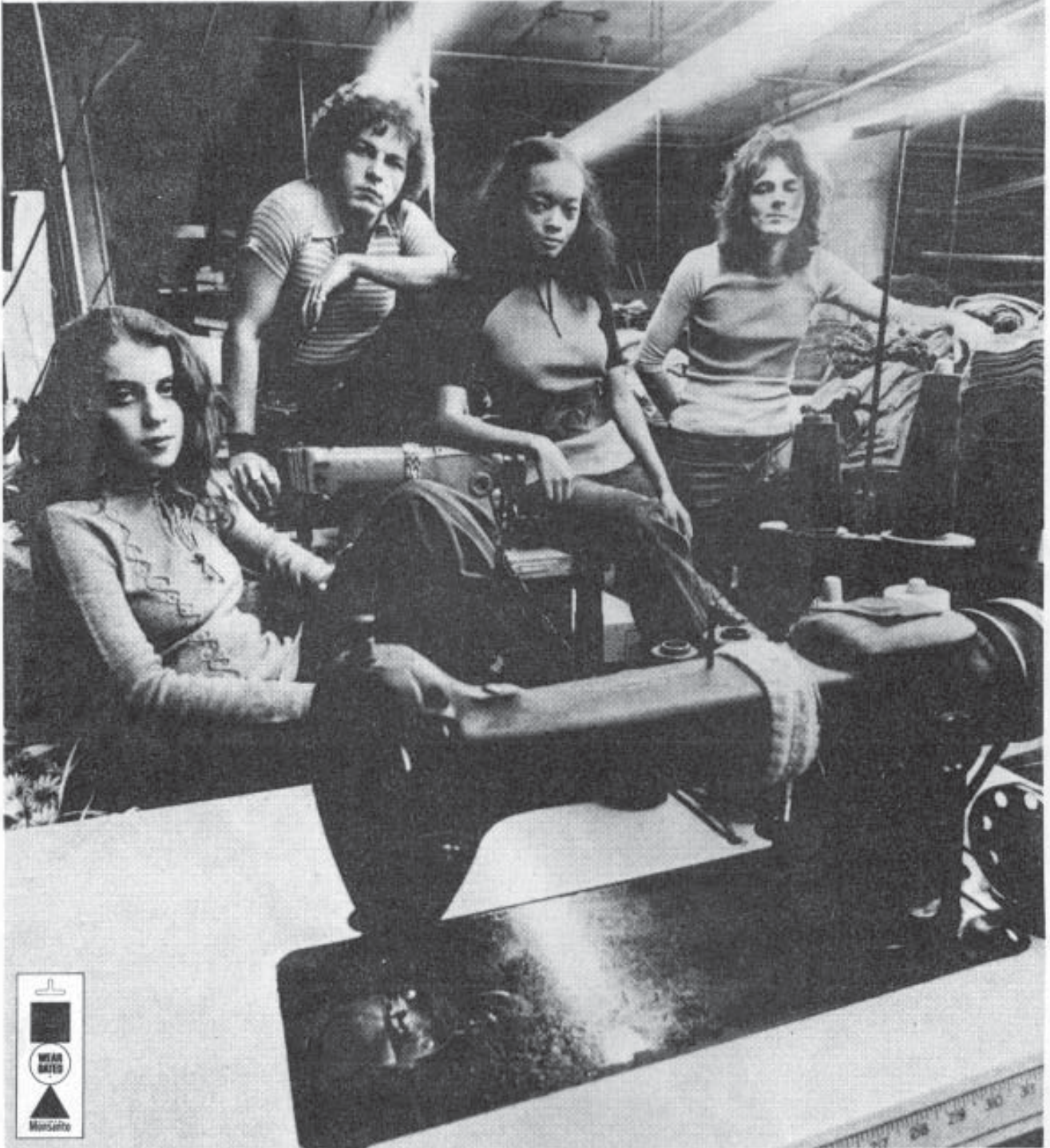
"With cigars stuck in their faces and clear polish painted on their nails, and with worry lines getting deeper because the market ain't so hot, the last thing the fat cats can come up with is something original.

So they don't bother using their heads. They use ours. They copy.

"And they can't stand us because we look like freaks to them. And we're making it. Young heads who aren't buttoned and shined and

neatly creased. What we have going for us is some gut feeling. Soul. And we put it into Truth and Soul®.

"If the fat cats want to keep up with us, they'll just have to run the next lap a little faster than the last."



100% Acrilan® acrylic. Guaranteed for one full year's normal wear, refund or replacement when returned with tag and sales slip to Monsanto.

### **Truth and Soul. The revolution in fashion.**

1407 Broadway, New York City

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# "Most Americans wouldn't be caught dead in our clothes. We wouldn't be caught dead in theirs."

"We really feel sorry for all the stamped out people who look like they came off an assembly line. They spend their lives in an ant colony they made themselves. And it bugs them because we won't take a

number and get on line with them. That's rough!

"See, we have something they lost a long time ago. An identity. You can see it in our clothes. The things we design for Truth and Soul®.

"People who look in the mirror to make sure they don't stand out too much—they wouldn't be caught dead in our clothes.

We wouldn't be caught dead in theirs."



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**Truth and Soul. The revolution in fashion.**

At NAMSB: March 21-23, Hotel New Yorker, Rooms 1460, 1461, 1462 • Showrooms: 1407 Broadway, New York City / Norm Litt, Room 464, 821 Market, San Francisco / Cliff Green, Suite 472, 110 East 9th Street, Los Angeles

