

Z É R O



(Hans Schleger)



HOW DO YOU LIKE THE WAY
THIS ZÉRO PERSON DREW ME.
CORNWALLIS?
WELL TO ME THE BEST PART
OF YOU IS STRATHMORE.

ok ZÉRO

In any black and white drawing, the result is always most effective if the white is Strathmore Artists Papers or Boards. Convince yourself—just put your name and address on a postal and we'll put a generous supply of free samples in the mail.

STRATHMORE PAPER CO.
MITTINEAGUE, MASS.

STRATHMORE
Artists Paper and Boards



TAILORED

by
Arnheim
OF NEW YORK

THE SMARTLY DRESSED MAN INSISTS
ON MADE-TO-ORDER

THIS season, jackets must have just the right lounginess; trousers exactly the right fullness. This sort of fit can be best achieved by the custom tailor. This sort of clothes should be cut to, and for the man who wears them.

Here, such individualized clothes cost no more—frequently less—than standardized clothes of common-place woolens.

At a price out of no man's reach, we offer garments with the custom tailor's inimitable fit and finish—fabric selected from the cream of Arnheim's woolen collection, and tailoring in Arnheim's famous New York establishment.

Our SPECIAL ARRANGEMENT enables you to come here—make your selection from a widest assortment of Arnheim woolens—be measured by an Arnheim-trained tailor—and get the same service and the same prices as if you, yourself, went to New York to shop.

\$40 \$50 \$60

Through our
CUSTOM TAILORING
DEPARTMENT

NOTE TO BUYERS: If this ad is used as part of a full page store ad, run it just as shown. If used as individual ad, have newspaper run just the words "Through Our" at bottom, and then set your usual store signature just between prices and "Custom Tailoring Department."



(The Stag Line)

TAKE a squint at the stag line next time you pop into a fairly formal evening affair.

As the flasks grow lighter you'll surmise that "stag" is simply an apt abbreviation of "staggering."

And you'll also notice how strikingly one silk-trimmed black coat can outrank another silk-trimmed black coat in smartness.

Style and tailoring—pet hobbies of ours long before the saxophone started to syncopate—make all the difference.

That's why the Brokaw dinner jacket today is one of the handsomest that ever intrigued a feminine eye \$58, \$70, \$85.

Our representative will be at the
Nassau Inn
Monday, October 15

BROKAW
BROTHERS

Broadway at Forty Second St., New York
FOUNDED 1856