

**LOOMING UP**  
**THE FABRIC GROUP**

Eight months ago we launched The Fabric Group. Hundreds of thousands of men read our first announcement. We promised them something new in clothing... a welcome readjustment in the scale of value. And the suits made good at once! Their success mounted every day. In the memory of New Yorkers, no clothes ever made good so rapidly and so convincingly as did The Fabric Group. These suits, made of pure hard-wearing wools and styled with crisp distinction "in the New York manner," loom up today as the outstanding values of our time.



\$35      \$40      \$45

**Weber and Heilbroner**

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man bis dahin fast ausschließlich auf eine eindeutige Darstellung der Ware hin. Das interessierende Moment war mehr die liebenswürdige Art der Gestaltung, unterstützt durch die Kunst des Wortes. Dieser Weg war etwas lang und setzte Aufnahmebereitschaft voraus. Zéro's Arbeiten sind ganz auf suggestiver Schlagkraft der Zeichnung aufgebaut, sie interessieren und überzeugen, ohne daß der begleitende Text gelesen werden muß. Es

ed almost entirely upon a direct presentment of the goods in question. The interesting moment was rather the pleasing method of presentment, supported by the appropriate lettering. This was rather a long route, and implied that the consumer must be willing to be interested. Zéro's work is built up entirely on the suggestive emphasis of his design, it must interest and convince without it becoming necessary to read the accompanying text. This is