

ist dies die Auffassung, die in der guten europäischen Propaganda schon früher vertreten wurde und die auch die Grundlage für die Zéro'sche Stilauffassung gegeben hat. Interessant an Zéro ist auch, daß er selbst in Amerika den größten Teil seiner Arbeiten fast immer für den Reklametreibenden direkt ausgeführt hat; nur in ganz wenig Fällen war er für Reklameagenturen tätig. Wir zeigen hier eines seiner besten Beispiele, nämlich die Propaganda der Herrenkonfektionsfirma Weber & Heilbronner. Sie ist aufgebaut auf einer sehr ori-



BEST WISHES FROM
THE FABRIC GROUP

+

Weber and Heilbronner
7 WALL—50 BROAD
AND 12 OTHER STORES

a point of view which has been represented in all good European advertising for some time past, and Zéro makes it the basis of his conception of style. It is also an interesting fact that even in America, Zéro has carried out nearly all his designs for the advertiser himself, only in a very few instances did he do any work for an advertising agency. Here we reproduce one of the best examples of his work, the advertising done for the firm of Gentlemen's Outfitters, Weber and Heilbronner. It is built up on the basis of a very original

TAILORS BEWARE! Our eagle eye is upon every stitch you stitch! We hold you firmly to your specifications, and will accept no FABRIC GROUP suit that does not fulfil the uttermost tenet of our agreement. So stitch slowly, stitch carefully, stitch with due respect for the importance of your task... you have a mighty tradition of quality to uphold!

FABRIC GROUP SUITS, \$35, \$40, \$45
SILK-LINED, \$50



Weber and Heilbronner
Clothes • Hats • Shoes • Haberdashery




FABRIC
GROUP
SUITS FOR SPRING

Ruddy browns, greys in many tones and shadings, delicate over-plaids and checks... colors and patterns usually found in the more expensive grades. Pure wool fabrics... styled "in the New York manner"

\$35 \$40 \$45

Weber and Heilbronner
14 Stores in The Metropolitan Area



ATTENTION! Weavers of FABRIC GROUP suits, we congratulate you! This Spring you have indeed performed your stuff. We'll say that you know your warp as well as your wool. Never before have FABRIC GROUP suits been so charming to look at... never before have they been so satisfying to wear. We gave you America's highest standard of fabric quality to live up to. You exceeded our fondest dreams! We congratulate you... and so do our customers!

FABRIC GROUP SUITS, \$35, \$40, \$45. SILK-LINED, \$50

Weber and Heilbronner
Clothes • Hats • Shoes • Haberdashery



ginellen, aus drei streng stilisierten Männern bestehenden Schutzmarke, die dann in den verschiedensten Variationen in jedem Inserat wiederkehrt. Die Variationsmöglichkeit der Schutzmarke erweist sich als ein außerordentlicher Vorteil gegenüber der starren unveränderlichen Marke.

Die Arbeiten Zéros sind der beste Beweis dafür,



Inserate

Z É R O Advertisements

trade-mark which consisted of three male figures, very much conventionalized, which reappear in every advertisement in ever-varying form. The fact that the trade-mark admits of so many variations has proved to be a tremendous advantage as opposed to the rigid trademark which is incapable of any variation. Zéro's work is the