

daßes in keinem Lande absolut bindende Gesetze für die zeichnerische Gestaltung von Reklamedingen gibt, sondern daß es immer nur darauf ankommt, daß sie mit wirklichem Können und in origineller neuer Form geschaffen werden. Haka.

FABRIC GROUP SUITS - IN THE NEW YORK MANNER

The pick of the woolens produced by America's leading mills goes into FABRIC GROUP suits. We prefer to do the picking. It takes months and ruins many tempers . . . we are known as the woolen designer's best pal and severest critic . . . but the results are worth it. As you can easily discover by looking over the new Spring FABRIC GROUP suits at the Weber and Heilbronner clothing store nearest your office.

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

**Weber and Heilbronner**  
14 stores in the metropolitan area

best proof of the fact that absolutely binding laws for the graphic presentment of advertising ideas do not exist. It is always a question of creating them anew, with real ability and in a new and original form.

Translated by E. T. Scheffauer

**PLAIN OR FANCY**

ABSURD, ALL THIS talk about the one perfect gift for a man. One perfect gift? Nonsense. There are two! —Plain Esquire Silk Hose, or Fancy. Plain has a rich glossy look that seems to say "Everybody likes me. Don't you think I'm nice?" But Fancy will not be stilled — "I was clocked by hand. A singing lady spent hours embroidering me." It doesn't matter much which you choose, both are knitted of the very finest Japanese silk. Both are made with extra long wearing lisle toe. Both will place near the top in all best-gift-for-a-man contests. Plain Esquires are \$1 up. Fancy Esquires, \$1.35 up. Hand-clocked Esquires, \$2 and \$3

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**PLAIN OR FANCY**

THERE WAS ONCE a lovely lady and she was exceedingly wise. And when it came Christmas-time, she struggled not with jostling crowds, but sat in the cool quiet of her room and made two lists. One list she headed "Plain" and on it wrote the names of her male friends whose tastes were simple — who preferred baked potatoes to *escargots a la Bourgogne*, bamboo fishing poles to Thomas rods, street cars to taxicabs. And to these she gave Esquire Silk Hose in rich solid colors, \$1 up. The other list was called "Fancy" and named those sophisticates who sported tennis rackets strung in orange and blue, or wore hats lined with silk, or smoked cigarettes with a holder. And to all such, she gave clocked Esquire Silk Hose, \$1.35 to \$3. Each year the wise and lovely lady becomes more popular.

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