

CLOTHES IN THE NEW YORK MANNER



«TOWN SERIES SUITS» ARE NOT SELF-CONSCIOUSLY "SMART". THEY have the quiet assurance of good taste. The correct notion of styling in New York is essentially conservative and Town Series suits speak in the moderate and cultivated tone which typifies the representative New York man. The selection of colorings and patterns is extremely broad. Brown and grey shades in selected British and American wools are prominent. Tailoring is the finest type of hand-craftmanship and each suit is luxuriously lined with silk. The "Broad Street" is a two-button model with the modified rope shoulder usually found only in the best custom-tailored suits. \$55, \$65, \$75.

Weber and Heilbronner  
STORES IN METROPOLITAN AREA

PRESENTING OUR SUPREME ACHIEVEMENT IN FINE SUITS.  
«TOWN SERIES»

WE REMEMBER THE TIME ++ AND IT'S NOT SO FAR BACK EITHER ++ WHEN BEING WELL-DRESSED WAS JUST A LITTLE BIT harder. The sturdy tailored New Yorker of the breakfast cocktail era was as well as



much and rigid as a command. Nowadays, things have changed. Today the well-dressed man can sit five hours in the comfortable seat of a motor and still not look just as fit as when he started. That demands clever hand-tailoring and a healthy modern viewpoint are inseparable. And yet, while good clothes have become easier to wear, the New Yorker's standard of dress is just as exact as ever. Town Series suits are modeled after his taste ++ they accurately reflect, in every detail of color, modeling and cut, the townman's intense and characteristic performance. Town Series suits may be compared with the finest they are expertly tailored, lined with silk throughout common productions ++

Weber and Heilbronner  
STORES IN METROPOLITAN AREA

EVERY SUIT LINED THROUGHOUT WITH SILK

«TOWN SERIES»



THE ARCHITECT WHO DREAMED AND EXECUTED NEW YORK'S newest and most Babylonian structure ++ the young surgeon who recently flew by plane to a little town in Vermont to perform an intricate operation ++ the broker whose success in the market is only eclipsed by his brilliance on the polo field ++ the handsome white-haired lawyer who knows the value of a good appearance before the jury-box ++ these gentlemen are typical wearers of TOWN SERIES SUITS. Both customers and clothes are sophisticated, cultivated, supremely "in the New York manner".

Weber and Heilbronner

1st Broadway, 1st Broad Street, 1st Calverton Place, 1st and Madison  
1st Broadway, 1st and Broadway, 1st St. and Broadway, 1st and Broadway  
1st Wall Street, 1st and Broadway, 1st Nassau and John St., 1st Nassau and Spruce  
BROOKLYN NEWARK  
1st Fulton St., Borough Hill, 1st Liberty St. and 1st Broadway

THE WORD "QUALITY" HAS BECOME THUMB-MARKED AND dog-eared through over-usage, and mis-usage, but "quality" is the only word that fully describes the TOWN SERIES of suits. They are luxuriously lined throughout with silk. Their tailoring is hand-work of the highest order. And they are made from American and European worsteds, worsted-crevets and highland twists ++ in pattern-schemes and colorings many of which are confined exclusively to these stores. TOWN SERIES SUITS, single and double-breasted, \$55, \$65, \$75.

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Inserate

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Advertisements

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