



Look out!

Old Man Winter is right behind you!

Just at the moment when you're feeling as young and active as a yearling colt, an icy chill may suddenly play tag up and down your back-bone.

Protect yourself! Duofold Underwear, with its two thin layers...cotton inside, wool in the outer layer...is the best protection we know of.

Drop into the nearest Weber and Heilbronner store and ask the salesman to explain the scientific secret of its construction.

UNIONSUITS, \$3 TO \$7.50
ATHLETIC SHIRTS AND SHORTS, \$1.50
OTHER SHIRTS AND DRAWERS, \$2.75

Weber and Heilbronner
THIRTEEN STORES IN THE METROPOLITAN AREA



"Get thee gone, Old Man Winter — I fear thee not, with Duofold!"

This strong red-blooded man, captain of his fate and master of his bronchial tubes, hurls his magnificent gesture of defiance straight into the teeth of Old Man Winter!

He is snug and safe. He wears Duofold Underwear, and he fears neither snow nor sleet, draughts nor damp spells.

Duofold Underwear, made in unionsuits and in the modern two-piece athletic style, is scientifically constructed to ward off the unexpected chill.

Smooth cotton next to the skin...wool in the outer layer...air-space in between...the ideal underwear for New York City, world's greatest consumer of aspirin.

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Meet Old Man Winter!

A more frozen-hearted villain never plowed his way through hisses on the Old Rialto stage!

Never trust Old Man Winter. He blows hat and cold. He warms you in your steam-heated room...then shoots an icy draught through a half-inch opening in your window. He freezes the concrete slabs in football stadiums. He whistles his deadly arrows through cab window, transoms and ventilators.

Climb into Duofold and foil him! No more ingenious underwear exists. A layer of cotton next to the skin...wool in the outer layer...air-space in between. Result...a dry, warm body, regardless of exposure.

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"I warned you to change to Duofold!"

All over our fair city, in pent-house apartments and in hall bedrooms, you will find the victims of Old Man Winter...hot water bags clasped to their bosoms, noses swollen and rubicund, eyes half-shut, fingers feebly picking at the counterpane.

Colds cannot be cured by Duofold Underwear. But, if you wear Duofold, the danger of catching a chill is materially lessened.

Don't confuse Duofold with old-fashioned heavy winter underwear. It is light in weight, modern in cut. And the construction of the fabric is worth your careful inspection...a layer of cotton next to the skin...wool in the outer layer...air-space in between.

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