

Text: SILAS
SPITZER

Entwurf:
HANS
SCHLEGER-
ZÉRO



For certain things Vienna is famous. For blond tresses seemingly compounded of sunlight and honey... for the Continent's most succulent WIENER SCHNITZEL... for light, graceful conversation against a background of devilishly seductive waltz-tunes... and for shirt fabrics with genuine poetic charm. ↓ On his last trip to Austria, our buyer of men's shirts, while heartily enjoying these celebrated features of Vienna life, did not forget to buy shirt fabrics of marked beauty and excellence. ↓ The shirts have been made up, in a manner becoming to the quality of the patterns and color-blends, and you may now select them in our stores.

Also Foreign Fabric Shirts woven in England,
France, Czecho-Slovakia and Poland
\$2.50, \$3.50, \$4.50

Weber and Heilbronner
14 stores in the metropolitan area

Text: SILAS
SPITZER

Entwurf:
PETER ARNO



MY MOST "EMBARRASSING MOMENT"—NO. 2

"I was dreaming a beautiful dream about golf. I had just driven four hundred yards down the middle with a soft rubber club. Suddenly I was awakened by a sharp noise! A sinister figure stood in the window "Hands up!" was the harsh command. I quickly complied, but at that moment, to my shame and horror, the nether half of my pajamas deserted me in the most cowardly fashion. "Too late!" I exclaimed in that moment of humiliation. "Faultless Nobel Pajamas could have saved me!"

The resilient waist-band feature of Faultless Nobel Pajamas keeps them up under the most trying circumstances. Smart, solid and durable "in the New York manner"—\$1.95 to \$4.

Weber and Heilbronner
14 stores in metropolitan area

Brief an meine Frau!

Liebe Gefährtin meines Lebensabends!

Ich habe Dir etwas sehr delikates mitzuteilen. Es handelt sich um das Weihnachtsgeschenk, das Du für mich auswählen wirst. Voriges Jahr bekam ich von Dir eine Kiste Zigarren, einen rosa-grünen Hausrock und eine Schlipsnadel mit einem rostfarbigen Stein. Die Zigarren gab ich Steve, dem Büroportier, den Hausrock Onkel Nat, der farbenblind ist — die Schlipsnadel ließ ich versehentlich in einen Luftschacht der Untergrund fallen. Diese Geschichte mag Dir niederträchtig und grausam erscheinen, aber ich bin entschlossen, Dir zu helfen. Der Ausweg? Ich will ihn Dir so kurz wie möglich zeigen. Meine Hemdengröße ist 38, meine Strumpfgröße 10^{1/2} und ich trage einen Schlafanzug in mittlerer Größe. Dunkelrot und goldbraun liebe ich sehr. Gerade kürzlich habe ich einige Schlafrocke in diesen Farben bei Weber & Heilbronner gesehen. Im übrigen ist dies mein Lieblingsgeschäft. Ich hoffe, daß ich nicht mehr zu sagen brauche.

In Liebe

Dein Herr und Gebieter

A LETTER TO MY WIFE



Dear Companion Of My Drowsing Years

I am about to write on a very delicate subject. It concerns the Christmas gift you are going to select for me.

Last year you gave me a box of cigars, a pink and green linen robe and a scarf pin set with a precious semi-precious stone.

I gave the cigars to Steve, the office porter — the robe to Uncle Nat, who is color blind — and the scarf pin I managed to lose down a subway grating.

These details are probably both useful and cruel, but I am determined to help you avoid your past mistakes.

What, you ask, is the key to the situation? I will tell you, as briefly as possible.

My shirt size is 37 1/2, my hosiery size 10 1/2, and I wear a medium pajama. I am very fond of dark red or golden brown, which are exactly the colors of some dressing gowns I recently saw at Weber and Heilbronner.

That, by the way, is my favorite store. I hope I need say no more!

Love, your

Lord and Master

Weber and Heilbronner
14 stores in the metropolitan district