

White sand beaches, palm trees, and tall drinks with little umbrellas...

Hey! Want To Take A Caribbean Vacation

For Only \$49.95!!!

Without Getting On A Plane Or Boat?

Okay, sit down. Hurry up. I'll explain...

First, say, "Guayabera."

Very good. Now try it again, but this time take the marbles out of your mouth.

All right, listen – For \$49.95 we're sending you 2, not 1...

2 Guayabera's!

What's a Guayabera...? Okay, stop saying Guayabera – you're gonna hurt yourself.

Dear Friends,

This is too exciting. I can't believe we're able to score this deal for you. And the timing is perfect!

It's déjà vu all over again. Quick, who said that? You're right! The New York Yankee's master prognosticator and philosopher himself...Yogi Berra!

Hey, that's a great idea – let's go back to those good ol' days...(boy, this is gonna knock your socks off. In fact, you can wear a Guayabera with or without socks...and it's not even a pair of shoes!)

**So what's a Guayabera? It's a shirt – but not just any shirt.
It's a very special...almost, dare I say...magical shirt!**

Okay, do you remember Ernest Hemingway, Ricky Ricardo (you know, Lucy's husband), Caesar Romero, Ricardo Montalban, and Anthony Quinn, to name a few? Well, do you know what they all had in common?

Guayabera's, that's what! They all wore, loved and swore by the colorful Guayabera's that lined their closets.

To wear a Guayabera though, you don't have to be a Movie Star or Latin Lover. Ernest Hemmingway was from Idaho...I think...and, he was a writer! **Anyway, while living in Cuba Hemmingway discovered, and first began wearing Guayabera's.**

So, why did Hemmingway always favor this distinctively styled "South of the Border" shirt?

Well for one, Guayabera's are...handsomely tailored...and extremely fashionable everywhere they're worn (from New York to California, and North Dakota to Texas.) And they're a classic – in design and function...and...extremely manly.

Ernest Hemmingway, as you should know, was nothing if not manly.

Yet, "Papa" Hemmingway never cared a fish's tail about appearances, or what people thought of him. He was an individualistic, wildly adventurous, do-as-he-pleased, comfortable-in-his-own-skin type of man.

Nevertheless, and I have it on good authority...there were two very sensible and practical reasons why Hemmingway's shirt of choice was a Guayabera.

1. Comfort – it kept him calm, cool and composed in the sweltering sun and heat of the tropics. And...
2. Women – all the women he married, and even the ones he didn't – liked the way he looked in them.

Back To The Future ...This Is The Killer Part

"Don't throw away your old clothes because someday they'll be back in style again." Do you remember your mother telling you that?

Well, sure enough, everyone is wearing Guayaberas again. Yup, Yogi, it's déjà vu all over again.

I guess there's no need to tell you how hot the weather has been. This ol' world of ours is heating up. And yet, Guayaberas have that magic touch...and feel...that fits these times perfectly. It's absolutely amazing how they keep you cool in the hottest weather.

And people are not wearing Guayaberas just to feel cool. They're buying and wearing them "to be cool"! Guayaberas are "in" again!

When was the last time someone 20+ years younger than you, approached you and said, "Dude, you look crankin'!" (A rough translation would be, "man o'man, you're dressed to the nine's; you're stylin'!" or, "wow, daddy'o, you're the cat's meow; you're one hot patootie!" – well, you get the point.)

And that's the Guayabera magic! When was the last time any clothing style appealed to all generations – at the same time?

(I think it's called a cosmic convergence.)

Yes, a Guayabera is a wearable time machine! You'll instantly revert to your younger years.

You'll want to...

- Run through the house with a pair of scissors.
- Buy a Marvel comic book for a dime.
- Watch a movie at a drive-in movie theater with your high school sweetheart, and run out of gas on the way home.
- Flip through a Sears Roebuck catalog to look at the color pictures.
- Turn on the Honeyymooners, or stay up late with Johnny Carson.
- Eat fried foods, cookies, and cake, and pour lots of salt on everything else.
- Trust and believe everything you read, or watch on TV.

Or, how about feeling like you're on a 10-day Caribbean/Latin American cruise every time you put on a Guayabera. Life is just so much easier and simpler in a Guayabera.

So here's the deal of a steal we have for you...or is it steal of a deal?

Either way...you should know by now that everything we offer you...you can't find anywhere else...not at our prices...and certainly not with our high quality.

For example, and without mentioning our competition's name...you'd have to go to land's end (hint, hint) to find a Guayabera shirt like ours...**and then, you'd only get one shirt from them. We're giving you 2 for almost the same price!**

Now that's a deal of a steal, or a deal of a steal...don't you think?

And that's not all!

Lately, you must've noticed that zippers are appearing more and more on high-end (another term for expensive) shirts?

I was watching tennis on TV the other night, and I noticed that almost every collared shirt, and even some un-collared shirts, worn by the male players – had a zipper!

Zippers are "in." Why are they in? It's obvious. They're easy! Why fumble with buttons when you can **1-2-3 Zip!**

Zip 'em high, zip 'em low – you're not limited by buttons!

So we put zippers on our Guayabera shirts! And no one, and I mean no one, is offering Guayabera shirts with a zipper...at least not yet. So be the first to own one!

And, here's another great reason why Quayaberas are so special...

Quayaberas have dual personalities! They're considered dress shirts and casual shirts.

Down south they're called wedding shirts...men get married in them! And yet, the men also lounge around the café's in them. In other words, when wearing a Guayabera you'll always be dressed the way you're supposed to be.

No one will ever accuse you of being under-dressed, or over-dressed. In a Guayabera you'll always be dressed just right! How easy is that?

And a Guayabera is always worn outside your pants or shorts – untucked! No more stuffing shirts into pants! And, if you're not wearing a belt – no one will know!

Like I said, wearing a Guayabera is like being on a Caribbean/Latin American vacation!

And with 4 large pockets in the front...you can load yourself up with all kinds of stuff: your glasses, billfold, wallet, keys, pens, coins and all those little umbrellas. No more walking around with bulging pant pockets – spread the wealth!

Order your 2 Guayaberas now and pick your colors before we run out!

And when they arrive, quickly put one on...then split a coconut, stick a little umbrella and straw into it... then sit yourself down on your lawn chair...and smile!

...You're on vacation down Mexico way!

So what are you waiting for? Go ahead; order them now...and Happy Sailing!

Your friend,

Duke

Duke Habernickel

P.S. Hey, you know how lately you've been bemoaning the size of...uh, well, your gut. Great news! Forget the gym, the running, jogging, bicycling, dieting...and the New Year's resolutions to loose that tire around your middle...

Look instantly taller and thinner!

Guayaberas have two beautifully embroidered and pleated stripes, running up and down the front of the shirt, on either side of the zipper. **The result, as any fashion designer will tell you...stripes make you look taller and thinner!**

Yes, vertical stripes will make you look taller and thinner! You want proof? Ask your wife, or any other woman; they've known about this little secret for years.

**Be cool, be hip, be comfortable, be in...and thin...
Order your 2 Guayaberas now!**