

To Men Who Love Their Wives

A Special Invitation

Do you remember how careful you were of your personal appearance in those glorious days when you were courting the Missus?

---How you paid her the delightful compliment of always looking your best when you came into her presence?

You wouldn't think of taking her out then, if you had on a seedy, out-of-date suit. You wanted her to be able to show the world that "her man" was strictly up to the minute---a genuine live-wire, for whom only the best tailoring was good enough.

You're just as good a man today as you were then--and the Missus is every bit as entitled to the respect you used to pay her.

It isn't fair boys, just because the little woman at home has Mrs. before her name to drop all those little attentions and homages of the courting days. If you want her to keep young---don't slouch around looking like a premature grandpa. Show her that you are still a Live-One by keeping up with the styles.

What's that? The Missus says "Ish-ka-Bibble!" so long as she gets her own Easter Bonnet and Harem Skirt? Tut, tut, fellows!--Can that ancient calumny. It isn't true. She's as proud of your looks as she ever was.

Just try sprucing up this spring in a real rejuevning Royal Tailored-to-order Spring Suit---one of those trimmed and slim English cut sacks with the narrow shoulders and the soft roll lapels, and the snug-fitting, youthful trousers. You'll see how proud she'll be of you.

Royal Reception Week March 7th to March 14th
Married Men's Day Tomorrow

We'll guarantee to take 10 years off any married man's back---if he'll let us put a Royal Tailored-to-order Suit on that back. We'll guarantee to make forty years look like twenty-five; and fifty look like thirty---if you'll come in and select one of those snappy, sprightly Spring woolens, Foreign and Domestic gems The Royal Tailors have on display here.

Mark you---this is truly a Reception Week---and if you come here to get posted on the latest styles and fashions, not one word of solicitation will be addressed to you. You are simply our guest,

while you are here---and if you order a suit, it will only be because your own enthusiasm prompts the purchase.

And let us drop this final tip---fellow Benedicts. If you please your wife with your looks---if you stack up O. K. before that most impartial, that wisest and best of all critics, the Missus---you can be pretty darn sure that you'll please the whole world.

We give a guarantee to married men with all Royal Tailored Suits---that the wife must be pleased or No Sale! You couldn't ask more than that!

Prices: As amazing as Royal quality itself \$16, \$17, \$20, \$25, \$30, and \$35.

GEIBEL'S, Resident Agent