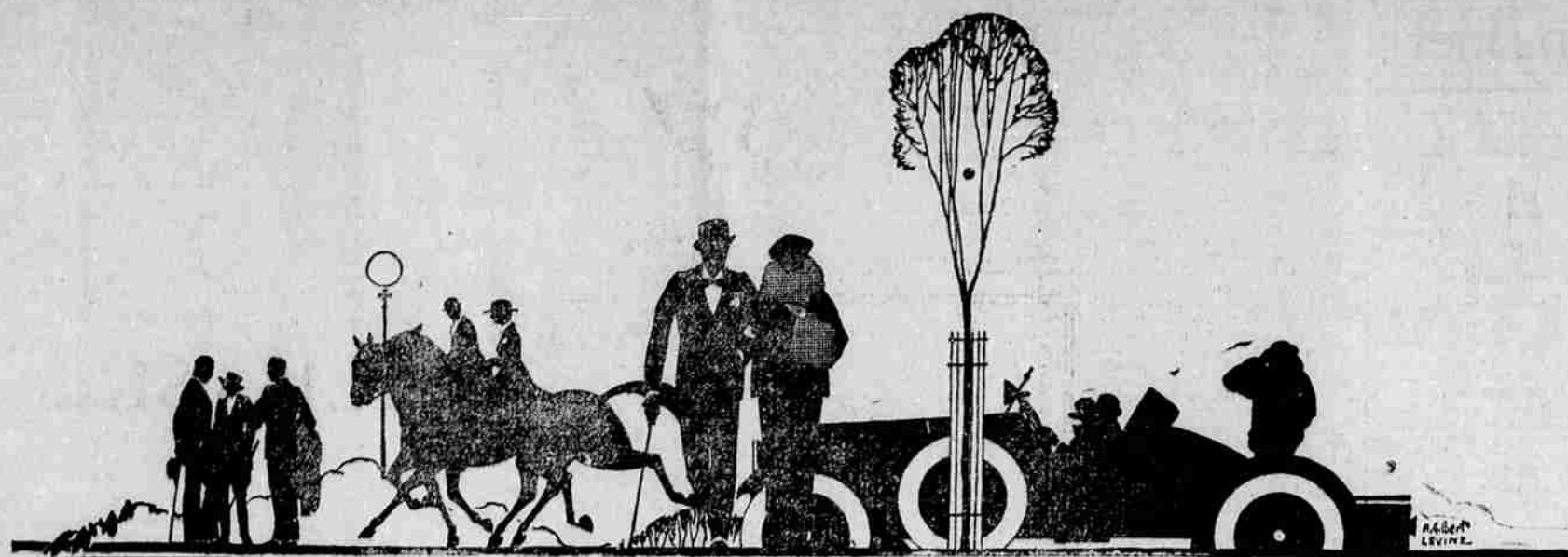




# PRIDE IN APPEARANCE

## The Meaning of Pride In Appearance

American women are known the world over for their dress. Nowhere else have women been so quick to realize the importance of clothes, and as a consequence, nowhere else have so many women been well-dressed.

With the American man, the case has been different. Franklin, in Revolutionary days, appeared before the courts of Europe clad in homespun. And until recent times the American man generally has not usually given much attention to appearance. The same man who is proud of the appearance of his wife and daughter, who insists that they be well-dressed, has often himself been negligent. If his wife or daughter should make a public appearance badly dressed, he would regard it as casting discredit upon himself, but he has seldom given much thought to his own clothes, or considered that clothes might be taken as an index to his social standing.

This condition was perhaps natural in a new country. Life was hard and as a result men had little time to give to appearance. In the South men took pains to look their parts and to dress in accordance with their social standards, but this was a notable exception to the rest of the nation.

During recent years, however, there has been a decided change. As the nation has ceased to be a pioneering country, men have had more leisure and have realized the importance of proper dress. Not that clothes make the man, but they do give the first impression of a man. A well-dressed man gives an impression of carefulness, of prosperity, and above all of a well-ordered existence. He has an air about him of being dependable, while a person badly clothed is justly suspected of being careless in other things also. To be sure, no man is admired for giving over-anxious attention to his clothes, but few men today would argue that an ill-fitting suit was a help in business. For clothes are perhaps the most important single item in giving a good first impression.

This change may be summed up in a phrase: "Pride in Appearance." Men regard clothes today as something more than a necessity. They regard them as a source of constant pleasure and satisfaction, and as a standard by which the world at large measures their social standing. Men have come to realize that they owe it to themselves, their families and their positions to dress well.

This movement for better dress, the "Pride in Appearance" movement, is sweeping the country. It is evidenced by the attitude of men in buying clothes. In the past little attention was given to anything but whether a suit of clothes would wear. Today this is not enough. A man demands also that it be well-tailored, that it be well-cut. And he has discovered that correct, careful dress is not a matter of spending more money, but of choosing clothes more carefully, and as a result he chooses his clothes with more care. In a word, he has come to know more about clothes and has become more discriminating.

The "Pride in Appearance" movement is also evidenced by the attitude taken by clothing manufacturers. Manufacturers who are quick to respond to public opinion, realize the importance of the movement and are paying more attention to the character of their product. As a result, better values are to be found in men's clothes today than have ever before been offered—values which make it possible for every man to be better dressed—to take "Pride in Appearance."

## A Magnificent Display Of Our "Pride in Appearance" Event

**Our Participation in This Nation-wide Movement Presents a Remarkable Opportunity for You---This Event Will Long Be Remembered for Its Splendid Assortments, Better Styles, Greater Values**

The "Pride in Appearance" Movement is sweeping the country. Everywhere men have come to realize that they owe it to themselves, to their families, and to their position to dress well. Everywhere men are demanding new and better things.

Beginning today, and until July 4th our store is given over to "Pride in Appearance." This event will present to every man in this city a wonderful opportunity to procure the best in men's wear.

We began our preparations months ago. We realized that we must offer the newest and best in men's wear. We have searched the markets for the finest. We have secured the cooperation of leading manufacturers, who have furnished us finer merchandise than ever before.

As a result, never in the history of our store have we had such splendid displays of merchandise. In clothing, shirts, hats, hosiery, neckwear, we have assembled the latest and best.

The new spring Society Brand styles are a revelation in clothes comfort. Cut on the new, loose, easy lines, they are the best clothes ever turned out by these famous makers.

In hats, there's a snap to the spring-styles we haven't seen in years. In scarfs, there's a selection here to suit the taste of every man. And so on through the store—new things in shirts, hosiery, and everything men wear.

And not only are the assortments larger and the styles better, but the values are greater than ever before. The values offered alone will make the "Pride in Appearance" Event one long to be remembered.

### THE NEW SUITS

for men and young men are marvels of the makers' genius. Powder blues, plain blues, Cambridge greys, Wales stripes and plaids and neat patterns in unfinished worsteds.

**These Groups Are Unusual Values**

**\$35**

**\$45**

**\$55**

*Westenhaver & Gilbert*  
W&G

**THE STORE FOR MEN**

### HATS

Stetson and Mallory

There are two styles of hats that are particularly good this season; the careless effect with the brim turned down, and the well rolled brim on a full sturdy shape. We have both, in a wonderful assortment of the season's smartest shades.

**\$5 to \$10**

### SHIRTS

Manhattan and Argonaut

There's nothing better looking this season than the colored shirt in silk, broadcloth, poplin and novelty materials. The soft shirt, with collar attached is popular and perfectly correct. We have them in a rich variety of shades and patterns—everything in smart shirts.

**\$1.50 to \$9**

### NECKWEAR

Cheney and Superba

Foulards are going to be as popular as last year; the bright patterns in endless and colorful variety, both four-in-hands and bows. Knitted ties, too, of course—they will always be good—also French Silks, English Silks, Austrian Silks, Swiss Silks. They're all here.

**35c to \$2**

### HOSIERY

Holeproof and Vassar.

Following the lead of neckwear, hosiery is more colorful this season; well dressed men are going in for smart effects to harmonize with suit, tie and shirt. We have a splendid assortment of plain shades and unusual patterns along with the standard colors.

**35c to \$1.75**