## 41 Around Town




Aditorial.---Comparisons:
How often you see an advertisement reading,
e ask you to compare ours with others." What does "comparison" really mean? It means, "To make one the measure of another.
Now comparisons are not always in quality, Workmanship and Finish to a garment, although these elements are vital--bout, you must take YARDAGE into account when comparing Ready-made Merchandise. It is immaterial whether the garment ander compa then bo used in its construction is broadcloth, the yardage used in its construction

For example, you may find a Coat, Suit, Gown, or Shirt made of a certain quality and pattern of material, most easily-identified and wonder where the difference, but, if you would compare yardage you
would find one garment carrying $1-2$ to $21-2$ yaros more material than the other, and hence in its full and generous cut, having individuality, looking and fitting better in every way. Comparison in mer-
chandise must include QUALITY, WORKMAN SHIP, FINISH and YARDAGE. These are the factors that shape our decisions, and guide us in huying and explains the full meaning of our slogan, "Good
Gonis." and why "You can Always do Better at-MEYERS.'


Have Your Eyes Examined


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