

Local Merchant Participates In Nation - wide Movement

"Pride in Appearance" Brought Here by
ELI SHIRE.

Spring has brought forth a remarkable development in the field of men's wear—the "Pride in Appearance" movement. This movement towards better clothes for men has been gathering force for many months, and is now finding expression in all sections of the country. The features emphasized in men's wear for spring call special attention to correctness and smartness — to "Pride in Appearance."

Mr. Eli Shire, president of Mayer Bros., who are participating in this nation-wide movement and who for the next week are featuring a special "Pride in Appearance" event at their store, said in an interview concerning the significance and cause of this movement:

"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 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, 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."

A Remarkable Change.

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.

"Pride in Appearance."

"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 evidence 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 choosing clothes more carefully with more care. In a word, he has come to know more about clothes, and has become 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 products. As a result, better values are to be found in the 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.'

"We think this movement so significant and so far-reaching in its effect," added Mr. Shire "that beginning today and until Easter Sunday we are devoting both our store and our advertising entirely to a special 'Pride in Appearance' Event."



"Lower the Cost of Dressing Well"



Men's
Spring Styles
at their
best

Men's Spring Suits

Kirschbaum Tailoring

\$30 to \$45

Your wishes will have free rein when you come here for your Spring suit. The beautiful exhibit includes everything you could ask for in correct style treatment, patterns and color effects. Dependable Kirschbaum tailoring—which means long wear and real value.

See the windows—

Rudge & Guenzel Co

Store for Men on N

Eli Shire Presents.
The New Idea
In Lincoln



PRIDE IN APPEARANCE No Easter like this one

*It will show a well dressed city---men of U. N.
will make our "Pride in Appearance" Event
a complete success*

Nothing we have ever seen will match the way the men of Nebraska are certain to respond to the "Pride in Appearance" idea. Our effort will be fully justified, the labor of months rewarded.

We combed the market to bring you the very best and finest things in men's wear. We did more—we secured the cooperation of manufacturers, so that we would also offer the most extraordinary values. Man will come and buy enthusiastically; the time is right, the merchandise is right, the values are right—and the Idea is right! And now—

You will put it over for us!

And there is still a week before Easter. We expect a great rush at this time—and we are prepared. Our assortments are still large. We can take care of all the late shoppers, we can still offer you extraordinary values and extraordinary quality—smart hats, the newest neckwear, the finest hosiery, the last word in shirts.

And an immense assortment of Society Brand Clothes, all the new models for spring made up in the choicest fabrics of the season. These are the finest clothes we have ever offered; America has never seen better. There's a wide range of prices, unusual values in every range.

If you haven't everything you need for Easter, come in today and let us help you select. You will be served in the true "Pride in Appearance" spirit.

Society Brand and Shire Special

Suits The New Spring Styles Topcoats

\$30 \$35 \$40 and up
to \$50

SHIRTS

There's nothing better looking this season than the colored shirt with starched collar to match. You can wear them, too, with a white collar. The soft shirt, with collar attached, however, is popular and perfectly correct. We have both in a rich variety of shades and patterns—everything in smart shirts.

\$2 to \$5

NECKWEAR

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.

75c to \$2

HOSIERY

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.

75c to \$1.50

MAYER BROS. CO.

ELI SHIRE, PRES.