

The Man Inside

ALL the civilized world knows and honors John J. Pershing, The Soldier.

No future glory can obscure that which he won as the victorious general of the American army in the greatest of wars. That record can stand—will stand—unsurpassed—a record of high and unfaltering patriotism; of unwavering courage and determination; of business, military and diplomatic genius.

But, of the other Pershing, the world knows little. That Pershing was too busy winning the war to reveal his inner side except to his closest associates.

The purpose of this advertisement, paid for by the subscriptions of Nebraska citizens, is to reveal a little of the real Pershing—of The Man Inside the Uniform.

A MAN OF FEELING—Persons who picture Pershing as "A Man of Iron" know only his exterior. A half dozen times, while Pershing has been inspecting hospitals full of wounded, observers have been interested to see tears coursing down this "Man of Iron's" face. His life tragedy—the Presidio fire which robbed him of his wife and three of their four children—would have embittered a small man; it has only rendered Pershing more human. All children hold the countersign to his heart—and know it the minute they see him.

THE PERSHING ENERGY—After a particularly crucial day of fighting in the Argonne region, a newspaper correspondent asked Pershing if he were not tired. "I am never tired," was the crisp reply. That is the fact. Pershing today is more active, alert, energetic and physically fit than the average man of 30. An hour's exercise before breakfast, plenty of fresh air and regular habits constitute his recipe. An inveterate smoker once, he quit short when a doctor told him it was injuring his health. For the same reason he abjures alcohol. Vitality bubbles from him; not even Roosevelt gave a stronger impression of overflowing strength and spirits.

A REAL AMERICAN

—Few persons realize that, except for Pershing, Americans would have fought thruout the war as members of French and British regiments. The official pressure to bring this about was once so strong that it threatened Pershing's position as commander-in-chief. His ultimatum was, "The American army will either fight as Americans or not at all." **AND PERSHING WON.**



John J. Pershing and his son, Warren, from a picture taken five years ago. Since then, a war department order has forbidden officers to appear except in uniform. So far as is known, this picture—here published for the first or second time—is the only recent one of Pershing in civilian garb.

The Uniform

PERSONALITY—Writers without number have unanimously expressed the thought that when Pershing smiles and grasps your hand you feel, "HERE IS A REAL MAN." His personality grips you. You find no cold, distant demeanor, but a cordial, wholehearted welcome. Despite all the honors he has won, Pershing is still the **PLAIN EVERYDAY AMERICAN FROM THE MIDDLE WEST** whom no foreign tributes could spoil.

A BUSINESS GENIUS—Isaac F. Marcossan, writing in the Saturday Evening Post, says, "Pershing personifies the fundamental rules of trade to the thing called war. The instinct of organization displayed by Pershing proves that genius, developed in one activity, is invariably applicable to another. If Pershing had entered finance or trade, he would have led."

NOT A SELF-ADVERTISER—To interviewers who met him on his victorious return from Europe, Pershing said: "All credit goes to the brave men of the American army. My report is in the hands of the war department. **THAT WAS ALL.**"

Hundreds of other points could be cited to show the humanity, the versatility and the genius of the man. But America is learning of these things as the figure of Pershing, the Soldier, fades into the background of the war and that of Pershing, the next President, takes its place.

Today America looks toward Nebraska for the final verdict on Pershing The Man.

You will help to render that verdict on **April 20**. That it may be clear beyond all mistaking, go to the polls on that date and help pile up the biggest majority on record for John J. Pershing—a great man, a good man, a square man, A REAL MAN.

PERSHING OF NEBRASKA FOR PRESIDENT

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Woodward Brothers
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City Nat'l. Bank
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Sam Foster
Foster Lumber Co.
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Gillen & Boney
Walton G. Roberts
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This advertisement paid for by the above named Nebraska Citizens.