## The Memphis Democrat





## It Pays To Dress Well Every Minute Every Day

## STYLE, QUALITY AND VALUE DISTINGUISH THESE-

## NEW SPRING SUITS

Just how much better in Style, Quality and Value they are will easily be apparent when you see them. They are tailored in a masterful way from fabrics that blend with unusual grace to the lines of the newest models. At your first opportunity drop in and try one or more on-youlll like the way they feel, snug without binding, easy but neat fitting.


# Do You Take Pride In Your Personal Appearance? 

"Pride in Appearance" has long been recognized as an important factor in the career of any successful man. The fact that every person should look his best and neatest at all times has been an object of etiquette for many years, but one that is negligently overlooked by everyone, more or less. In recent years we have come to consider a neat appearance as an asset to business; and that good clothes are a necessity and no longer a luxury, as was once considered by many. Ladies have always taken pride in dress, but the time has come when men will no longer allow all the style to be "carried in their wife's name." So, the idea of "Pride in Appearance" among men is becoming world-wide. Clothing manufacturers, salesmen, and retail merchants are advertising it, ministers preach it from the pulpit, newspapers and publications encourage it, and the masses assist in its development. Even the dark-skinned youths of Honolulu have become infatuated with the idea and now appear before their "Hula Maids" with their tan hidden beneath well-tailored wearing apparel. Has the idea come home to you? Do you take the necessary pride in your personal appearance?

"THE APPAREL OFT PROCLAIMS THE MAN"

Said Shakespeare, with the counsel to purchase raiment "as costly as thy purse can buy." The importance of the outward appearance can not be over-estimated, for outward appearances pave the way. "Your dress is now become an object worthy of some attention, for I confess I cannot help forming some opinion of a man's sense and character from his dress, and I believe most people do, as well as myself," wrote Lord Chesterfield to his son. "If he is negligent at twenty he will be a sloven at forty, and stink at fifty years old," he continued.

## "DRFSS IS A VERY FOOLISH THING, AND YET-"

"It is a foolish thing for a man not to be well dressed," is another idea of Chesterfield's which has been handed down to us. "Of the two I would rather have a young fellow too much than too little dressed." We are clean for our own sake, but we dress for others, and should not grow negligent of either.

## "LOOK THOU CHARACTER!"

Look around among your friends and see how many of them are neater and better dressed than last year. Then look in the mirror at yourself! Do you look your character?


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