

## Shmanners 23: The King of Dudes

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**Travis:**

Hey, Teresa. Can I tell you about Evander Berry Wall?

**Teresa:**

Party on, dude.

**Travis:**

It's Shmanners!

[theme music plays]

**Travis:**

Hello, internet, and welcome to Shmanners. I'm your husband host, Travis McElroy.

**Teresa:**

And I'm your wife host, Teresa McElroy.

**Travis:**

And you're listening to Shmanners.

**Teresa:**

It's extraordinary etiquette...

**Travis:**

... for ordinary occasions.

**Teresa:**

We've decided to do a little switch-aroo.

**Travis:**

A little Sadie Hawkins episode.

**Teresa:**

[laughs] Um, as many of you may know, we are planning to have our very first live show. So, Travis, in an effort to keep a lot of the, uh, show prep off of my back for this week in preparation for that show... He's going to tell me about who— What— Hmm, what's his name?

**Travis:**

His name is Evander Berry Wall...

**Teresa:**

Of course it is.

**Travis:**

... the king of dudes.

**Teresa:**

Yes.

**Travis:**

Now, I've wanted to talk about Evander Berry Wall since we started talking about this podcast. I heard about him first on an episode of, uh, Baby Geniuses, which is another awesome Max Fun podcast.

Um, and he was one of their Wiki of the Weeks. Where they talk about different Wikipedia pages that they've, uh, had submitted. And at first, I imagine that for many people when they hear "the king of dudes," they picture maybe like, a super great surfer, or...

**Teresa:**

I pictured a cowboy.

**Travis:**

... or a cowboy.

**Teresa:**

'Cause dude ranching.

**Travis:**

Exactly. Well, so let's go a little bit into the history of the word "dude." Um, the etymology of... The history of it is not quite clear...

**Teresa:**

Is it a slang term?

**Travis:**

It is. So, some people believe, and I tend to lean towards this. That it's derived from the Scottish term, um, basically "duddes."

**Teresa:**

Okay.

**Travis:**

Like, think about like, D-U-D-D-E-S, is the... so whether that's "doo-dees," or "dudes," or "duds," or whatever. But it's some...

**Teresa:**

Well—

**Travis:**

... form of that.

**Teresa:**

And I've heard the term "fancy duds." Is that...

**Travis:**

Exactly.

**Teresa:**

... like your clothing?

**Travis:**

Exactly. So, this originally, dude in its original form was meant as a slang term for somebody who was like, super dressed up. So like, think dandy...

**Teresa:**

Okay.

**Travis:**

... or fop. Something along those lines. And actually, um, the first usage of it, people think, is actually, was to describe, uh, a fancifully dressed woman.

**Teresa:**

Okay.

**Travis:**

But then it kind of became, um, a very unisex term for someone... almost like an insult like fop or dandy. Where it's, like, that's not an actual insult, but it definitely wasn't something that people were calling themselves.

**Teresa:**

Well, when I think of someone who is a fop or foppish, I think of them as very silly.

**Travis:**

Yeah. I mean, exactly. It was supposed to be like, "Oh, you kind of, you're so overdressed to the point of impracticality."

**Teresa:**

Hm.

**Travis:**

Um, and then, that evolved. So like, the dude ranch that you're thinking of, um, was a term for a city slicker or someone very out of place who was now in like, a cowboy or a ranch setting. Usually a dude ranch, from my understanding, was a place where people went and pretended to be cowboys...

**Teresa:**

Ah.

**Travis:**

... for the weekend. But like, they had no business actually doing any of it.  
Um—

**Teresa:**

What's that movie? Is that City Slickers, is that the movie?

**Travis:**

It is. Um, and that idea of like, "Oh, you're kind of pretending to be a cowboy." So, but then, um, it did evolve into kind of more of what we use it as now, in like the 1960s and '70s. Where it became like, dude was kind of a catchall term for men.

**Teresa:**

Okay.

**Travis:**

Um...

**Teresa:**

More like the surfer dude.

**Travis:**

Yeah... And also used by surfer dudes. And now, I would say in 2016, it's a lot more like, everything's a dude. Women are dude. Men are dudes. Dogs are dudes. Like, everything's dude.

**Teresa:**

Well, they certainly are to you.

**Travis:**

Well, yeah. I...

**Teresa:**

[laughs]

**Travis:**

... I mean, it's become like, kind of a catchall ubiquitous term. But we're specifically looking at that like, dandy dude. You know?

**Teresa:**

Okay.

**Travis:**

Uh, and there are two more things I wanted to hit on before we got into talking about Evander himself. Um, and that is one, we talked a little bit about this, uh, especially since we're, you know, we're having a baby. Um, the color scheme...

**Teresa:**

Right.

**Travis:**

Everyone thinks nowadays, pink for girls, blue for boys.

**Teresa:**

Well, I wouldn't say everyone. Gender neutral is really coming back in Vogue.

**Travis:**

You are correct. I guess I should say, for a long time...

**Teresa:**

Yes.

**Travis:**

... the common held understanding was pink for girls, blue for boys. And actually, in like, the early 1920s, um, they tried to push really hard, uh, pink for boys and blue for girls.

**Teresa:**

I have heard about this. Why?

**Travis:**

Well, their thinking was pink was a much more striking, bold color, and blue was more muted and like, easier to like, blend in. So boys should be strong and masculine pink, and girls should be quiet and understated blue. That

didn't really take hold [laughs], uh, the way that blue for boys and pink for girls did.

**Teresa:**

Well, but I can see the way that they thought. Because blue is a very calming color.

**Travis:**

Mm-hmm.

**Teresa:**

And if women are supposed to be, you know, uh, in the background and not as forward, I can think that blue is pretty appropriate. As for pink, I suppose I would think that a pink that lends itself a little closer towards red.

**Travis:**

Yeah.

**Teresa:**

Because that's very passionate.

**Travis:**

Yes.

**Teresa:**

That's very thought evoking, and bright, and eye-catching.

**Travis:**

And before that, most, uh, children's clothing, especially toddler and younger, was all white. Because it was so much easier to bleach it.

**Teresa:**

[laughs]

**Travis:**

Basically you would just throw it in a thing with bleach, and you'd be fine.

**Teresa:**

Let's go back to that.

**Travis:**

Yeah.

**Teresa:**

That sounds good. [laughs]

**Travis:**

And so interestingly, the common held understanding of why the gender-fication of colors and color schemes came to be about is the realization that if you did that and separated them... if a family had a boy and then a girl, or a girl and then a boy, they couldn't reuse the same clothes, and they'd have to buy a whole new set of clothes.

**Teresa:**

Materialism!

**Travis:**

Yeah, it was all capitalistic, and it had nothing to do with morals, or gender, or anything like that. They just said, "We need to stop people from reusing hand-me-downs across gender lines."

So, think about that the next time when someone's like, "What? They're de-gendering [grumbles]..." Yeah, it's going to save you money in the long run. Calm down.

**Teresa:**

[laughs]

**Travis:**

And secondly, I thought about... because for example, Scarlet Pimpernel, I always think there's great songs in there about like, why the Lord created men.

**Teresa:**

The musical...



**Travis:**

Yes.

**Teresa:**

... the Scarlet Pimpernel.

**Travis:**

And there's songs about like, men as the peacock. Which is, in nature, a lot of the time what you see is men with, like... or male birds having very striking plumage, and very bold and brassy to attract a mate.

**Teresa:**

Right, because the female is the one that chooses the mate...

**Travis:**

Exactly.

**Teresa:**

... of the males that are vying for her attention.

**Travis:**

Exactly. And it used to be that like, in like, the 1600s and early 1700s, that... and before, that men especially in the upper class were very like, were very over done...

**Teresa:**

Mm-hmm.

**Travis:**

... in that department. And right now, most historians believe, and what I found in my research... uh, I'm not a historian or a fashion expert. But what I found was... I'll let you guess.

There was a king that we've talked about many, many times as a fashion plate and as a guy that like, was at the forefront of a lot of manners and etiquette.

**Teresa:**

Say no more... Louis XVI.

**Travis:**

Correct. And so, post French Revolution, they kind of went like, "Well, we don't want..." like, do you really want to show off wealth and class? And that's where, what I found referred to as a man-iform, uniform for men. Was the shirt, pants, jacket, tie... like, let's, we're all in this together, brotherhood.

And it's not about showing off your wealth. And it's not about being opulent and peacocking around. And that's where we kind of saw this swing towards dudes wear pants, shirts... or I guess, guys. [laughs] I'm going to have to be careful about that.

**Teresa:**

[laughs]

**Travis:**

Guys wear shirts, pants, ties, jackets, and that's it.

**Teresa:**

So, it has to do with the difference between the proletarian and the bourgeois?

**Travis:**

Exactly. You didn't want to seem... and even just in the— So, let's get to Evander, here. Because a lot of... everything that refers to him is like, "And he was very opulent, and he really went... and a dandy," and all that. It's like, oh, okay. He just dressed kind of flamboyantly. I'm a big fan of Evander Berry Wall. Let's start there.

**Teresa:**

[laughs]

**Travis:**

So... Evander Berry Wall was born in 1860, and he was a New York socialite. Um, and...

**Teresa:**

You know, that's so strange. He was a New York socialite...

**Travis:**

Yes.

**Teresa:**

... and from everything you've said, I have thought that he was British or French.

**Travis:**

Ah. Well, nope, he was, uh, quite American, I would say. And he, uh... so, he wanted for nothing. He was born into money, old money. His mom's side of the family was rich. His dad's side of the family was rich. And apparently, he was like, a huge favorite of his, uh, paternal grandfather and maternal grandmother.

And so, he at 18, inherited an inheritance, I believe from his father. And then at 22, inherited an inheritance from his grandfather. Um, and added together, it was an inheritance of about \$2 million, which in today's money would have been about \$43 million.

**Teresa:**

Wow.

**Travis:**

Um...

**Teresa:**

So, not, not really a self made man.

**Travis:**

No.

**Teresa:**

[laughs]

**Travis:**

Not, not at all. Um, the closest he came to working was like, he owned a horse stable, which failed. Um, he was like, a champagne... not like, manufacturer, but kind of like, had a stake in a champagne company. Like, these were the closest he really came to like, a job in his entire life. Um...

**Teresa:**

Did he have an estate to manage?

**Travis:**

I mean, not really. That's the...

**Teresa:**

Hm...

**Travis:**

Like, he had other brothers and sisters. And so, he was not the oldest. He wasn't really taking care of it. He was a very like, for example, he was the leader of a... I love this so much. He was a leader of a group called The American Café Society.

**Teresa:**

Oh, boy.

**Travis:**

Yeah.

**Teresa:**

[laughs]

**Travis:**

So, that pretty much gives you an— Okay, so when I say he was like, a dude, uh, he was a clothes horse. To give you an idea of that, he was

popularly credited with possession of over 500 pairs of trousers and 5,000 neckties.

**Teresa:**

Wow.

**Travis:**

Um, yeah. So...

**Teresa:**

That sounds like a closet Kanye could be proud of.

**Travis:**

Yeah, like he really went for it, you guys. Um, he was reported to change his tie six times a day. Um, and he liked his colors bright and his patterns bold. He wore lavender spats, loud checked suits, and a profusion of tweeds...

**Teresa:**

[laughs]

**Travis:**

... which, I really liked that phrase. Sometimes all together. Basically, his philosophy was... 'cause so like, uh, Beau Brummels is another example of a very like, dandy... but he was a very fashion plate dandy, right? It was...

**Teresa:**

Right. He was all about like, the high starched collars and...

**Travis:**

Exactly.

**Teresa:**

... he washed his boots in champagne. And all that kind of stuff, right?

**Travis:**

And his, and like, the idea of Beau Brummels is like, he would be on the cover of US Weekly, or like, People Magazine or whatever saying like, he wore it best. Like, he was the fashion plate. Whereas Evander Berry Wall

was more like, "I like this jacket. I like these pants. I like this color. I'm wearing them together."

**Teresa:**

All right.

**Travis:**

Um, and his philosophy was, find what suits you and always wear it.

**Teresa:**

Okay.

**Travis:**

So, he was kind of at the forefront. In fact, he's credit, uh, with bringing... he's credited with introducing, um, the tuxedo dinner jacket to like, high society parties. 'Cause at that time, it was all tails.

So, he showed up to this like, high society party wearing the dinner jacket. He was kicked out, uh, and told to go change his jacket into tails. Because that was the appropriate thing to wear at these parties.

Just a few years later, it became a standard for high society parties, um, because a guy named James Potter had one done by a, you know, by a tailor. Um, and he wore it, and it, he... okay, so he wore it, the new garment to parties at a local country club called The Tuxedo Club, which was named after Tuxedo Park, New York, which the origin of the name is unknown. But that's why we call it a tuxedo now.

**Teresa:**

Okay. So, he was kind of like, a fashion trendsetter before his time.

**Travis:**

He was very much at like, the forward leading edge of fashion, I would say. So, let's talk about how he earned the title, the king of dudes.

**Teresa:**

Oh, boy.

**Travis:**

So, dude at the time, like I said, was kind of a... it was like an insult, um, but not like a slap in the face, I challenge thee to a duel, insult. More like, "Oh, you got me..." But he kind of started to adopt it with like, and wear it as a badge of pride.

**Teresa:**

Kind of like the hipsters.

**Travis:**

Yeah, very much so. Like, at first, it was like, "Don't call me that." Then he was like, "You know what? Yeah, sure. I'm a dude. You got it." Um, and so, the, he was proclaimed the king of dudes by the New York, uh, New York American newspaper. Basically, he [laughs] engaged in a battle of the dudes against Robert Bob Hilliard, uh, who was another kind of, you know, sartorial fashion plate guy.

**Teresa:**

When you say that, do you know what I think of?

**Travis:**

What's that?

**Teresa:**

A walk off...

**Travis:**

I mean—

**Teresa:**

... from Zoolander. [laughs]

**Travis:**

This— Okay. You ain't far off, darlin'. Um, [laughs] basically it said that he won the battle of the dudes when in the March blizzard of 1888, he strode into a bar clad in gleaming boots of patent leather that went to his hips.

Um, now some historians claim that it was actually Hilliard that did that. But the majority of people agree that it was Evander Berry Wall. Walked into a bar in the middle of a blizzard with hip high patent leather boots. And everyone was like, "This man is the king of dudes."

**Teresa:**

Wow. [laughs]

**Travis:**

Um...

**Teresa:**

I'm trying to wrap my head around hip high... they probably were like, high waders, but without the suspenders, I guess?

**Travis:**

And probably far more uncomfortable, I'd have to imagine.

**Teresa:**

Yeah. How do you walk in those?

**Travis:**

Exactly. Um, and then there was a second contest in August of 1888 in order to cement his, uh, his title, the king of dudes. He, [laughs] to win a bet against John Bet-A-Million Gates... uh, which is a pretty rockin' nickname. He changed clothes 40 times between breakfast and dinner in a single day. And he's described as, he appeared on the race track in one flashy ensemble after the other until exhausted but victorious, he at last entered the ballroom of the United States Hotel in faultless evening attire.

**Teresa:**

Wow.

**Travis:**

Um, and when I first read that, I thought, 40 changes of clothes... I think I could do that. Jeans, to dress pants... and then, but then when you think about it. You have to remember that this was not like, he untied his shoes.



This was like, he had a butler and a team of guys like, unclasping and unhooking. Like, because there weren't zippers.

**Teresa:**

Right.

**Travis:**

You know what I mean? This was... and it wasn't like he was throwing on a tee shirt running in and running back. He was in 40 faultless, perfectly worn outfits.

**Teresa:**

And these clothes were difficult to put on, so they often required a second hand.

**Travis:**

Exactly. So, at first, I laughed when I read the, you know, exhausted but victorious. Then I was like, you know what? It probably was exhausting to like, show up and be like, "Hey... okay, excuse me." And run out and like... I picture it like Batman changing back and forth 40 times, but that's just my— Where I go.

**Teresa:**

[laughs]

**Travis:**

Um, but...

**Teresa:**

I pictured Lady Gaga.

**Travis:**

Okay, yeah, that's fair. Think about like, a really like, intense costume change.

**Teresa:**

Mm-hmm.

**Travis:**

Um, so basically, just give it an idea of the time it took to do this between dinner and, uh, or between breakfast and dinner... it was an average of every 18 minutes, he was changing his outfit. Um, which is pretty impressive. Um, to wear 40 different starched collars, 40 different shirts, secured 40 different sets of cuff links on 40 sets of cuffs. Uh, with ascot ties and everything. Like, he was, he was going for it, you know what I mean?

**Teresa:**

He meant serious business.

**Travis:**

Exactly. Um, he was married. Uh, he married a woman named... uh, they all have such great names. Salome Melbourne.

**Teresa:**

Oh, my.

**Travis:**

Uh, she was known as Lomie. Um, her father was a— This is maybe one of the greatest lines I've ever read in an article ever. Her father was a general, and her mother was a romantic.

**Teresa:**

[laughs]

**Travis:**

I love that. Um, and she, that's why she got the name Salome. Um, and marriage didn't slow him down. Uh, this is when he got in the John Bet-A-Million Gates 40 different outfits. Um, so then...

**Teresa:**

Well, I think that if you're, if you're going to go for the king of dudes and wear 40 different outfits in a day, your wife probably has to be at... I wouldn't say supportive, but at least ambivalent about the whole thing.

**Travis:**

From everything I could find, they were like, super in love. The...

**Teresa:**

Well, that's great.

**Travis:**

... it was like, for realsies. Um, this wasn't any like, um, you know, Entertainment Tonight stuff. This was, this was real. This was real, romantic Lomie and Evander love.

**Teresa:**

[laughs]

**Travis:**

Um, so then, World War I breaks out. Um, and I think, I'm going to tell you some really awesome stuff about Evander. And maybe you're sitting there going, "Oh, this guy sounds kind of... oh, fanciful, and a little bit, hm, hoity toity." But I've got some stuff that I think is really going to win you over to his side. And I'm going to tell you about it right after this word from another Max Fun show.

[theme music plays]

**Speaker 1:**

Podcasts.

**Speaker 2:**

Podcasts.

**Speaker 3:**

Podcasts.

**Speaker 2:**

[laughs]

**Speaker 4:**

They're audio programs that tell...

**Speaker 5:**

...smart stories...

**Speaker 2:**

In innovative ways.

**Speaker 3:**

Using editing techniques like this.

**Speaker 2:**

Like this.

**Speaker 4:**

Like this.

**Speaker 5:**

[echoing] Like this?

**Speaker 1:**

But let's face it. All that smart stuff can be exhausting.

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**Speaker 2:**

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**Speaker 3:**

...being dumb idiot jerks for 90 minutes.

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Stop Podcasting Yourself.

**Speaker 4:**

The stupid show that smart people love.

**Speaker 3:**

Find it on iTunes...

**Speaker 5:**

...or MaximumFun.org.

[ad break ends]

**Travis:**

So, I think one of my favorite fun facts about Evander Berry Wall is that he had a string of chow-chows named either Chi Chi or Toy Toy.

**Teresa:**

[laughs]

**Travis:**

And the first one was named Chi Chi, and then he got Toy Toy. And Chi Chi died, and he got a new Chi Chi. [laughs] And he loved these dogs so much that when, uh, in Europe, he... rather than fleeing to, uh, Britain when World War I broke out, he... there was a quarantine, a rabies quarantine, in which his dogs would have had to have been quarantined for six months. And he said, "No, no, no, no, no." And instead went to Spain...

**Teresa:**

Oh.

**Travis:**

... rather than be separated from his dogs for six months. Um—

**Teresa:**

Where was he living at the time where he needed to flee to Spain?

**Travis:**

Well, so basically what happened was, he was broke.

**Teresa:**

Okay.

**Travis:**

Um, and so, he had moved to France.

**Teresa:**

Hm...

**Travis:**

Um, in 1912, declaring New York had become fit only for businessmen. Uh, because he had tried stock broking and it hadn't gone well, and his stable owner career had ended. Um, and he was basically spending all of his money rampantly on outfits, and clothes, and just a pretty lavish lifestyle.

**Teresa:**

Mm-hmm.

**Travis:**

Um, so he moved to Paris. And around that time, uh, a trust that his mother had set up for him after her death came through. So, he had this big new influx of money, and everybody in Europe loved him. Like, he...

**Teresa:**

Well, great. Why not move there, right?

**Travis:**

He was— Yeah. He was immediately welcomed into all these like, you know, Parisian and European social circles. And so, then World War I breaks out, and he has to flee, leave Paris. Um, and so rather than go to Europe, or rather than go to England, he goes to Spain, so he can stay with his dogs.

And the other thing I really, really liked is during World War I, um, upon returning to France, ` they used... he and Lomie used their social connections to raise money, uh, on behalf of wounded service men.

**Teresa:**

Oh.

**Travis:**

And they like, had a pretty successful, um, uh, thing. Especially benefiting like, blinded soldiers.

**Teresa:**

Mm-hmm.

**Travis:**

And they were known to like, entertain the soldiers. Lomie was a great singer, and so she would perform for them. And they were even awarded, uh, medals of honor by the French Legion.

**Teresa:**

Oh, wow.

**Travis:**

Yeah, so like, they were really cool [laughs] about it, and I really liked that fact. And, uh, to get back to the chow-chows...

**Teresa:**

[laughs]

**Travis:**

Um, Evander's love of clothes and fashion extended to his chow-chows as well. And he would often commission from his tailors, matching cravats, and collars, and ties for his dogs.

**Teresa:**

I know some people like this.

**Travis:**

Mm-hmm. And they were known to eat with him at the Ritz or go out to the theater with him. And he was pretty much inseparable from his dogs. So, that's pretty damn charming, as far as I'm concerned.

**Teresa:**

Well, the rich and the famous have always enjoyed the company of canines. You know, think about the queen and her corgis.

**Travis:**

Exactly. It also reminded me of, uh, one of my other favorite, uh, eccentric people from history with Joshua Norton. Uh, who was a man who had a mental breakdown and declared himself the first king of America.

**Teresa:**

[laughs]

**Travis:**

And he was also known to be, like, go nowhere without his dogs and all of this stuff. And I think that that's the thing that the companionship of dogs is pretty, pretty well locked into a little bit of eccentricity, you know what I mean? Not that I'm saying you have to be eccentric to own a dog. You get what I'm saying.

**Teresa:**

Right. Yes, I think I understand.

**Travis:**

So, let's talk a little bit about, uh, the end of his life. Because spoiler alert, he is dead. [laughs]

**Teresa:**

I did imagine that fact, seeing as how he was born in the late 1800s.

**Travis:**

Mm-hmm. Mm-hmm. That's usually a pretty good indicator.

**Teresa:**

Yes.

**Travis:**

If you're born in 1860, pretty well assume...

**Teresa:**



Yes.

**Travis:**

Um, so his wife, uh, he outlived his wife, sadly. And he was described as heartbroken after that had happened. Um, and shortly after her death, began working on his memoirs, um, titled Neither Pest nor Puritan. Um, also, as long as we're talking memoirs, it's important to note... Lomie wrote, uh, memoirs of one of their dogs.

**Teresa:**

Aw. [laughs]

**Travis:**

Um, yeah, which I'm now desperately going to try to find. Um, some interesting facts about the, uh, memoirs that [laughs] he wrote... I think in keeping with everything you might imagine and picture about Evander Berry Wall, uh, they were full of lies and exaggerations.

**Teresa:**

Well, of course.

**Travis:**

Uh, for example, he, um... he claimed that he was great friends with Daniel Sickles. And inserts himself into the stories of Sickles shooting his wife's lover. Um, but that actually happened a year before Evander was born.

**Teresa:**

[laughs]

**Travis:**

Um, he also claimed to attend the notorious Bal des Quat'z'Arts? Sure. On his grand tour of Paris in 1880, even though the first one was not held until 1892.

Um, and he talks about Mata Hari, which he actually did know Mata Hari. Um, but he pretty much really exaggerates how well he knew Mata Hari and

king of injects himself into the story. He also claims that from adulthood on, he never drank anything but champagne.

**Teresa:**

That would make him dead.

**Travis:**

Well, probably. But the quote being, I think his statement was something along the lines of, "There are more old drunks than old doctors." Which I like as a bon mot. That idea of like, "Well, I'll drink champagne. I don't need to worry about my health, because who knows anyways?"

Um, so when he passed away... and this I found fairly interesting. Um, he... okay, so he, at the time of death, was worn only... Uh, everything I read put it as only \$12,608. Um, which in today's money would be closer to \$200,000. And most places listed that like it was a, "He was only worth..." but he like, he wasn't penniless.

**Teresa:**

Yeah.

**Travis:**

He didn't have kids. He had nobody to like, leave it to. He didn't have an estate. He's— I would say, they should be like, "And even with all of that, he still was worth about \$200,000 in today's money."

**Teresa:**

[laughs]

**Travis:**

I'd say he did great. If anything, he should have been worth \$0 and spent the last dollar and then died.

**Teresa:**

[laughs]

**Travis:**

It's just funny to me that people like, defined it like, "And he'd spent all of his money." I'm like, "Yeah, he can't take it with him."

**Teresa:**

Exactly.

**Travis:**

He spent time raising money for injured French soldiers. They gave back. They did their part and then he died. And he even had some money leftover.

**Teresa:**

[laughs]

**Travis:**

I'd say he did great. At least I don't think he had kids. Nothing I ever found had any reference to children, so I don't think he...

**Teresa:**

Well, how did Lomie die?

**Travis:**

Um, I mean, she was 56 at the time. He was 79. Um, she just died.

**Teresa:**

Well, I guess, I assumed that it was in childbirth...

**Travis:**

Well—

**Teresa:**

... as is usual for that time period.

**Travis:**

Not an unsafe assumption for that time period. But nothing I found... I assumed it was just natural causes...

**Teresa:**

Yeah.

**Travis:**

... 'cause nothing said...

**Teresa:**

Well, if she was 56, she was probably no longer capable of carrying children.

**Travis:**

Probably true. Um, but yeah, from what I understand, they both just kind of died. You know, and it was just so funny to me that everybody described it as a life wasted. That he was only worth \$12,000 at the end of his death. And I was like, "Man, I'd love to have \$12,000." [laughs]

**Teresa:**

[laughs]

**Travis:**

I think he did great.

**Teresa:**

Especially if you have no one to leave it to.

**Travis:**

Exactly. What was he... he wasn't squandering it. He had a life that was like, very, uh, you know, uh, kind of reminiscent... well, but except Gatsby was all kind of, spoiler alert, manufactured.

**Teresa:**

[laughs]

**Travis:**

His life was very like, this is what he was doing. You know, this is his life, and he lived it, man. And it really sounded to me like he had a great life. Now...

**Teresa:**

People seem to think that the idea of being famous for being famous is a new thing, but I'm starting to learn from, especially from his biography, that, no, not a new thing at all. People, as long as they've had money, they've been famous for being famous. [laughs]

**Travis:**

And what it is, I think it's just a change of terms. Where like, now we call it a reality star and it used to just be socialite.

**Teresa:**

Yeah.

**Travis:**

You know what I mean? Like, we used to have words for it and people used to write books about them and do all that stuff. And at a certain point, it just became more salacious. And it was a lot more of like, "Let's find out the nitty gritty dirt." As opposed to calling them the king of dudes.

**Teresa:**

[laughs]

**Travis:**

So, uh, what I've got here is, these are some, um, life lessons taken Neither Pest nor Puritan, that are kind of, uh, Evander Berry Wall's lessons on life. I'll read, I'll read kind of the takeaway line, and then you can read the quote. How's that sound?

**Teresa:**

Sure.

**Travis:**

Okay, so the first one, "No cheap stuff. Spring for the best."

**Teresa:**

"Quality counts. It counts in clothes and it counts in friends."

**Travis:**

"Stand out."

**Teresa:**

"It is personality that counts in clothes. People should wear what suits them and pleases them, and so add to the individuality of life."

**Travis:**

"Don't press your luck or your suits."

**Teresa:**

"Have plenty of suits and change them often. Keep them hanging in between times, and always have them whisked with a dampened brush. The wrinkles just float away." [laughs]

**Travis:**

"Have a butler wait on your every whim."

**Teresa:**

"You can not do without a man. He irons your trousers when you have finished wearing them and irons your hat ready to put on. He keeps your wardrobe in order, in fact." Irons your hat?

**Travis:**

Yeah, I know. That was my [laughs] takeaway from that statement too.

**Teresa:**

[laughs]

**Travis:**

I want someone to iron my hat.

**Teresa:**

I don't... how would... I'm picturing a top hat, for some reason. I, you couldn't...

**Travis:**

I don't know.

**Teresa:**

... iron a top hat. Maybe you could—

**Travis:**

I don't know.

**Teresa:**

Maybe you could iron a beret?

**Travis:**

I don't know.

**Teresa:**

I don't know.

**Travis:**

"Don't be a slob."

**Teresa:**

"The untidy dress of today militates against smartness." I don't know what militates means.

**Travis:**

I don't either. I don't know what that statement means at all, but sure. Great. I like this one a lot. "On a boys' night, dress even nicer."

**Teresa:**

"Women kept apart in those days, so men dressed to enliven the scene."

**Travis:**

I love that. Uh, I should mention all of these are from the Asterisk Today. Uh, an article written by James Lefler. And, uh, James is the one who kind of summarized all of these. But the quotes are from Evander Berry Wall. "Stick to champagne to compliment your ensemble."

**Teresa:**

"You're all swimming in heavy seas, and champagne helps keep your chins above the foam."

**Travis:**

"Details, details."

**Teresa:**

"The trick of French women is attention to detail. That and harmony of line and color."

**Travis:**

"Haters are going to... well, you know."

**Teresa:**

"In great caricature, there is always kindness and wisdom. And certainly, those made of me have cost me of no friends."

**Travis:**

And finally, "The best costume is yourself."

**Teresa:**

"My secret of dress is like my secret of life. Find what suits you, stick to it, and get the very best."

**Travis:**

I love it. So, that's Evander Berry Wall in a nutshell. Um, you know, here's what I like about him. My kind of takeaway from him...

**Teresa:**

I was going to ask. What— Why are you drawn so much to this man?

**Travis:**

I like a character, period.

**Teresa:**

[laughs]

**Travis:**

Um, I also like anybody who like, knows who they are, and they're not trying to pretend to be anything else. That he sits there and goes, "Listen, I'm a



guy who likes to wear flashy clothes and get attention for it, and that's me." Like, I'm not trying to do that and also claim to be a super good person.

I mean, his book is called Neither Puritan nor Pest. And kind of his overall feeling about himself was like, "I'm not a good person, I'm not a bad person. I'm just a person who likes to make a scene. And likes to like, wear flashy clothes and be known for it, and be known for myself."

And like, he just knows who he is, and he doesn't try to be anything else. And I think that that's great, you know? I think that he had people sitting there going, "You're just like, a foppish dandy who's, you know, just cares about clothes." And he was like, "Yeah."

**Teresa:**

[laughs]

**Travis:**

"I super am." Like...

**Teresa:**

So you really like how self assured the man was.

**Travis:**

Yeah, and also like, self aware, you know? Where like, he wasn't sitting there going like, "Well, no. The reason I like clothes is..." No, he's just like, "Yeah... you're right. Like, I get, you're not wrong, man. Like, I did it."

And it also seems like the stuff that he was known for, he deserved to be known for. You know what I mean? Like, his claim to fame was pretty accurate. He was the king of dudes, and he like, earned it and made a big deal out of earning it. And like, he also...

It's not like he was making tons of money off of it. So I think that's a difference of like, being famous for being famous now versus then. It's like, he was well known, and he was definitely famous. But he wasn't... He wasn't increasing his personal wealth by making a splash on the social scene.

**Teresa:**

Hm.

**Travis:**

He was just increasing awareness of him. Everybody knew who he was, but he wasn't like, selling... his book was published posthumously, and like, he didn't have a reality series. People weren't making movies based on his life. Like, he was just— And he wasn't living...

**Teresa:**

You don't think he was getting paid for appearances at places?

**Travis:**

No. I mean, he wasn't. I think...

**Teresa:**

I don't know about that.

**Travis:**

... I mean, well, let's just put it this way. He started with \$2 million, added to that from his mother's trust. But it wasn't like he died with \$8 million.

**Teresa:**

Yes, that's true.

**Travis:**

You know what I mean? So like, he was spending his money.

**Teresa:**

He did have those chow-chows to support.

**Travis:**

He did. Um, but that's, that's the thing I like about him. Is like, he was just living his life, and he wasn't doing it to make money off of it, God knows.

**Teresa:**

[laughs]

**Travis:**

You know? Also...

**Teresa:**

Or hopefully he would have done a better job.

**Travis:**

Exactly, or he was real bad at it.

**Teresa:**

[laughs]

**Travis:**

Um, plus I just think he's a fun, eccentric character who wasn't hurting anybody. You know what I mean? Most historical characters you read about were like, "And also, they had slaves." Or, "And also, they killed 1,000 people." [laughs]

**Teresa:**

[laughs]

**Travis:**

This guy was just like, he even helped people when he could, you know what I mean? So, I would say that he was just a pretty normal guy who also happened to be the king of dudes.

**Teresa:**

There you have it.

**Travis:**

Um, so, I think that's going to do it for this week. Um, next week, you'll hear our first ever live episode, which we're super excited about. You're listening to this on the day of our first ever live show.

**Teresa:**

Woo-hoo.

**Travis:**

Um, so, we're super excited. Thank you to everybody in advance who comes out tonight and is very supportive.

**Teresa:**

[laughs]

**Travis:**

This is the past, present, future participle.

**Teresa:**

As always, thank you to Brent Black, Brentalfloss, for our, um, music. And you can find a ringtone based on that music on iTunes. Um, also thank you to Kayla M. Wasil. Please check out her portfolio and dig her stuff, because she did such a great job on our banner and thumbnail.

**Travis:**

And I want to, uh, credit my sources. Thank you to Wikipedia, uh, New York Social Diary, Today I Found Out, HeadStuff, New York Sun, and The Asterisk Today. Um, they all had articles... man, I tell you what.

Evander Berry Wall, I thought it would be hard to find information on him. Apparently he's popular with a lot of other people too. Um, if you have any fun characters that you're like, "Man, I'd love to hear him talk about this. He's..." And I should stress here, it's great if they have something tied in with like, social society and etiquette...

**Teresa:**

[laughs]

**Travis:**

... and Shmanners. Not just like...

**Teresa:**

It is kind of...

**Travis:**

"...Here's a weird guy."

**Teresa:**

That's kind of, you know, what this is about.

**Travis:**

But if you just want to tell me about a weird guy...

**Teresa:**

[laughs]

**Travis:**

... I'm on board with that. Uh, you can tweet at us @Shmatterscast. Join the Facebook group, all that stuff. And if you get a chance, and you wouldn't mind going and rating, and reviewing, and subscribing, and all that stuff on iTunes... We sure would appreciate it.

**Teresa:**

It really does help us out.

**Travis:**

Go check out all the other amazing shows on Maximum Fun. Um, we've added a lot of new ones lately like, uh, The Greatest Generation, Beef and Dairy Network, Adam Ruins Everything, and all of them are great. Every show on the network's great. You're going to find one that you love. Maybe more, probably more than one.

**Teresa:**

There—

**Travis:**

At least...

**Teresa:**

I love more than one.

**Travis:**

You're going to find at least 16 that you love.

**Teresa:**

[laughs]

**Travis:**

And I think that's going to do it for us. Uh, tune in again next week.

**Teresa:**

No RSVP required.

**Travis:**

You've been listening to Shmanners.

**Teresa:**

Manners, Shmanners... get it?

[theme music plays]

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