

made, an extra 6s. spent in labor would make ours equal to theirs. Owing to competition and the reduced price of materials, during the past ten years clothing in England has been reduced at least 15 per cent., and, strange to say, wages have been increased, proving that the public generally have derived a large benefit. What I wish to point out is this, that in America, with all their high protective duties, in clothing they have not advanced one iota, but have gone from bad to worse. Their prices to-day are higher than they were in 1881, and the free American citizen has had to pay, and is paying, the piper. Statistics prove that McKinley & Co. have increased the price of manufactured goods without increasing wages. I should also say that the farther west you go from New York the higher the price of clothing."

KNOW THE FASHIONS:

The successful retail clothing salesman, says The Racketeer in The Clothier and Furnisher, will put himself first of all in rapport with his customer. If he desires to divert the wish and purpose of the intending purchaser he must not seem to do so. To run counter to a buyer's first intentions is to lose a sale nine times out of ten. The clothing salesman who, upon hearing what his customer is looking for, remarks, arbitrarily, "No, that is not what you want; you should never try to wear that color!" promptly dashes down the image the man's vanity has set up, and antagonizes him at the start. Show the customer as near to what he has in mind as you have, appearing to agree with him. Then, after gaining deftly his confidence, work towards the goods you know best adapted to his personality, and calculated to make a substantial impression. The retailer should be quite vive with the spirit of the fashions. But this phase of barter is too lightly appreciated. It is a dereliction many of the retail salesmen, both in the clothing and furnishing realm will admit, for beyond the confines of the stock they handle they are not conversant with the fashions of the times. I recall the case in point of a man who inquired in a Broadway store if it was proper to wear a black cravat with full dress, and the salesman, after hesitating, replied: "It is all a matter of choice;" whereupon a black cravat was chosen. The salesman should have known better, he should have said promptly: "The white lawn cravat is the only neckwear of evening costume." Instead, he sent the deluded customer away with bad advice, and put him into an incorrect ensemble upon an occasion when he wished to appear at his best. Of course, it dawned eventually upon the victim that the black cravat was wrong, and he thereafter avoided this particular concern. Said one of the best furnishing salesmen in this city, in speaking upon this subject: "Why, certainly we should know all the latest wrinkles of men's fashions. We are asked technical questions involving good form in dress every day. If we were unable to answer them the standing of the establishment would suffer. Frequently, while buying a bill, customers ask me what I think of such and such an idea in clothing or hats. If I could not answer promptly and with confidence I should lose caste as an expert in my own line. Only a man in my position can appreciate how many men of wealth there are that look to the people from whom they buy their various articles of attire to guide them in the correct vogue. The man that comes in to buy an expensive scarf to be worn with a certain suit that he describes is not an unusual instance; and you must know just what style, pattern and color will be most effective with this. If you are abreast of the fashions you will be better qualified to adjudge what the suit is actually like, and your selection will, therefore, be truer. I get a great many inquiries that seem simple enough, but that would be really posers if I was not well-up in the fashion etiquette of the day. One man wanted a neck-scarf for an afternoon tea; another inquires about the correct gloves for a morning wedding, and so it goes—a hundred different complications coming up every day, making it necessary for me to keep a watchful eye upon what is going on in the world of men's wear. This knowledge, moreover, will make trade for the house inasmuch as many men not originally following closely the fashions from observing the niceties will come to regard them and rely upon you as an authentic source."

CHINESE BRANCHING INTO THE CLOTHING BUSINESS.

The clothing manufacturers of the city says the San Francisco Call are learning the lesson which the Chinese taught the fruit-canners long ago. A gentleman whose name is well known in society circles and whose hatred of the Chinese is also well known, called upon a Market street tailor Saturday night for a suit which he had ordered early in the week.

"It is not done yet," said the tailor.

"But you said it would be finished this morning."

"Yes, I did, and the tailor who is sewing the suit promised to have it here, but he has not kept his word. I'll send a boy for it now."

"No, I'll go for it myself. Give me the man's address."

"My dear sir, I would not trouble you for all the world. I'll send the boy."

"I tell you I will go for it myself; you have had time enough to send your boy. Give me the address."

He was given the address of a Chinese tailor on Clay street.

"Do you mean to say"—and the face of the society man flushed red with wrath, "that my clothes are handled by filthy Chinese?"

"My dear sir, Chinese make half the clothes that are made in the city."

"But I see women at work in the shops. Can't you find enough of them to do your work?"

"Oh, most of the women are employed for show. They attract customers, but they do little work. Go around to one of these places late at night and if you don't find a Chinaman loading a wagon with cloth ready cut for the sewers I am not in the business."

"Then," said the gentleman, "you are simply a commission man. I pay you to have the clothes made by Chinese. I think I will save the commission hereafter."

There was more truth than poetry in the statement which the clothier made to his customer. The Chinese clothier is flourishing apace. Within the past six months Chinese tailors who make garments for American customers exclusively have opened three shops on Clay street, two on Commercial, one on Pacific, three on Dupont and five on Stockton, and a contract was given on Saturday for the erection of a large factory, in which a Chinaman is to employ Chinese to manufacture clothing. A few years ago he was making clothes for a white tailor for less than they could be made by a white man or woman. In a few months he will be selling clothes for less than a white man can sell them.

AN INALIENABLE RIGHT.

Merchant tailors, says The Sartorial Art Journal, should always bear in mind both in dealing with and commenting upon those of their customers whom they regard as pseudo-cranks, that a customer has an inalienable right to differ with his tailor on any matter relating to the grace, style, finish or appropriateness of a garment, even to the hang of a skirt, the peak of a lapel, or the slant of a button-hole, however beautiful and symmetrical they may be. The tailor, of course, because of his study of and experience in dressing men of different shapes and for various purposes, should know better what will suitably dress his customers than they do, and should endeavor to persuade them to dress properly and becomingly; but this does not mean that he should expect a customer to suffer himself to be coerced into the adoption of styles which may be disagreeable to him, and to which he never has been, and never will be, accustomed.

TRIALS OF A SHOPPER.

"Can you really recommend this cloth?" "Most certainly; it is the finest thing that we have in the shop." "You have, I suppose, something finer in stock?" "Certainly, here they are, in all colors!"—Fliegende Blätter.