A UNIQUE NEW INDUSTRY.

Desirable Revolution in the Clothing Trade.

The Foul Sweating System and Its New Rival.

SOME SIGNS OF THE TIMES.

What "Wholesale Tailors' Means.

A TAILOR SHOP EMPLOYING 2,000 HANDS.

Facts and Figures for the Million.

Interesting Chapter About Garments -A Mine of Information on Men's Attire - The Disgraceful Contract System Compared With the New Humane Methods - A Visit to Rochester, the Clothing City-Brains, Humanity and Capital-The Largest and Most Complete Tailor Shop in the World-A No ble Struc ture-A Wonderful System-Happy Employees-- Friumphs of the Tail or's Art-Cheap Clothing Versus Clothing Cheap.

"Let those now dress who never dressed before, And those who dressed now dress the more.' .-THE NEW ADVOCATION.



OR a long time I have been collecting signs. Whenever I see one which strikes meas odd. like - Capt. Cuttle. 'make a note of it.' The first one in my note ook is "Cast Iron Sinks," a statement that seems nnnecessary to well informed people. It is fol-

lowed by one in which the public is requested to "Call and Examine Our Stock Before Purchasing elsewhere, and that by one offering to "Black Your Boots Inside." There is one Philadelphia makers" and a Chicago house "Schweitzer & Beer, Fan y Goods." And there is one said to be genuine as follows: "Freeman & Hugus, Solect School, Freeman Teaches the Boys and Huggs the Girls." Passing down Broadway the other day, in the

neighborhood of Bond street, my attention was attracted by a very original sign at No. 658, the wording thereon being a novel one, namely:

WHOLESALE TAILORS.

"Custom tailors" was as familiar as the nose or my face; "wholesale clothiers" as | well; but wholesale tailors" seemed to be a new departure. The prospect of getting something new for my collection was to much for me, so I walked in and accosted the first man I came "What are 'wholesale tailors,' and who are

they, and why are they 'wholesale tailors,' and how many of them are there in the country, and how long have there been any here; and tell us all about it anyway?"

"Gently! Gently! 'Wholesale tailors' are simply custom tailors on a large scale. Our firm is Stein, Bloch & Co., of Rochester, 'whom not to know argues yourself unknown; we are wholesale tailors because we are not wholesale clothiers, in the ordinary sense of the word, and because we are nothing else but who esale tailors. We use the expression 'wholesale tailors' because there is no other word to express our occupation, and we have copyrighted it to dis tingush it and our productions from ordinary ready-made clothing. We originated both the business methods and the business expression, and there is no other firm in the world to which

the term will apply. We make up in enormous quantities fashiona ble apparel for gentlemen, boys and children

following in every detail of manufacture the methods and styles in vogue among the leading fine custom tailors of Fifth avenue and Broadway — recognized as the best in the month—and using the following in every detail same substantial and

TAILORESSES. tasteful fabrics and harmonious trimmings that they do; but by our

unequalled manufacturing facilities and judic ous use of unlimited capital making the cost to the consumer almost as low as that of ordinary ready-made clothing. We are as particular to satisfy our million customers as the high-toned tailor is to please the most particular "swell" on his list.

The result of our skill, capital and care is clothing which any gentleman, however precise or stylish a dresser, need not be ashamed to wear on any occasion. We give everybody lit-ers. "fits," no matter what his size, shape or previous condition of servitude. As wholescle ors we have no desire to compete with wholeen is clothiers in the production of inferior work; that is, of inferior materials cut by a careless

and inefficient system with the sole idea of meeting a fictitiously low price which reckless competition demands. Such work has to rec-commend it nothing but low first cost, a recommendation which soon loses its effectiveness,

II.-THE OLD WAY-WHITE SLAVERY.

"The ordinary ready-made clothing sold by staring signs and lying display advertisements is made up to sell cheaply; thrown together abouthly in fifthy tenement-houses under the sweating system of starvation wages for wo-men and children; a system which is a combination of unskilled labor and disease, and in which, as the makers name never appears on the garments or even on the tickets, the responsibility for poor workmanship and bad matertal can never be fixed. Now, per contra-which is a Latin expression that I like to work in ocasionaly-Stein, Bloch & Co's clothing is made in the largest and cleanest tailor shop in the world and by thoroughly experienced tailors under the immediate supervision of the firm.

"The thoroughly American method of manufacture so well carried out by our house is in direct opposition to the sweating system which so disgraces this wonderful metropolis and its boasted civilization."

Now, thoroughly interested by my informaut's enthusiasm. I inquired;

"What is this 'sweating system' bug-a-boo?" "I don't ask you to take my unsupported word for what seems as impossible as it is disgraceful. Here is what the Inspector of factories of New York State says in his last official report:

OFFICIAL CONDEMNATION.

In New York City, in the tenement-house districts where ciothing is manufactured, there exists a system of labor which is as nearly akin to slavery as it is pos-sible to get. The work is done under the eyes of taskmasters, who rent a small room or two in the rear part of an upper floor of a high building, put in a few sewing machines, a stove suitable for heating irons, and then hire a number of men and women to work for them. The "boss" or "sweater" as he is colloquially called, obtains from some wholesale clothing manufacturer a stock of ready-cut material from which to make up coats, pantaloons, vests or other wearing apparel, and this is brought to

things that beggars description. Men, women and children piled together in a squirming mass like maggots in a cheese, in notsome quarters, not only in broken-backed attles, but in damp and reeking cellars; lap-boards, tables, sewing-machines, stoves for heating their frons, all intermingled with a mass of what might pass for humanity in these days of boasted progress; women nursing squalid babes at poor, lean breasts in full sight of their fellow slaves of the other sex, who were dressed with but little regard for decency, in but two garments-an undershirt and tronsers-and these foul with prespiration and other dirt, and ili-fastened; some eating of their machine tables, others preparing or heating their misstable noonday meal over the gas-evolving stoves, which served to heat their pressing froma. From 6 in the morning, often to 12 at night, these white slaves of the needle | and shears toiled in these grimy, stifling quarters in this degarded way in order to keep their miserable bodies and their ill-cared-for gether. They were not "butchered to make a Roman holiday," but starved and ground down to help adorn an American Sunday or an American week-day.

Health, comfort, what of these could there be? Morality? Need we expect it? Intelli-gence? There is none displayed. They are beasts of foul burden, with unceasing hours of pitlable toll, which they may not change, forthey know but the one trade-and do not even well know that,

But I was resolved, sickening though the detalls were, to probe the matter to the bottom; so, effecting neredulity as to this being a com-mon thing, I said. "Oh, well, these people would have been even worse off in the other country."

"Do you think such a thing possible? "And in these quarters where no civil-ted being ever gets unless he is hunting a criminal, we may expect to find disgrace-ful things. The system at least keeps them together and prevents this class from degrading our American work people. They stay in their

own district."

"Do they? Well, Broadway itself is just as full of them. It is not only the rattle trap shanties and tumble-down rookeries which have such sights and sounds. . I can take you to great iron -fronted buildings of our main artery of travel, where the same thing is to be found.

THE SICKENING PROOF. Well, within a block of the Grand Central



WORK ROOM NO. 4-STEIN, BLOCH & CO'S WHOLESALE TAILOR SHOP, ROCHESTER

the rented apartments. Men and women are then hired, the average number being about eight, and these go to work on the goods furnished. * * They begin work usually at 6.30 in the morning and continue until 9 or 10 o'clock at night, with probably a total of thirty minutes' ntermission for the purpose of eating. They usually eat and sleep in the same room where the work is carried on, and the dinginess, squalor and filth surrounding them are abominable. Thousands of your girls, boys and women as well as men are subject to this life of dirt. drudgery and debasement from one end of the year to the other. There is no ray of hope for them. • • • The fact that parents must sign and swear to a certificate of the age of their children gives us an excellent opportunity of seeing for ourselves the number of persons who are incompetent to even sign their own names. It is something astonishing and hardly redible that a considerable portion of these parents have been here or were brought here at an early age. Their children are not much, if any better in respect to education.

"Oh, I don't believe that even the devil is as black as he is painted. If the factory inspector didn't pile on the agony the people would think that there is no necessity for an inspector, and he would lose his place. While he s saying one word for the workers he is putting in ten for the inspector of factories. I will just take off about 75 and 10 and 2% per cent, for cash on what he says, and then it will probably be

"I suppose that you will believe the evidence of your own eyes?"

"Sooner than anything else."

"Will you put on your hat and come with me not very many blocks from where this stream of more or less well-dressed people is making of Broadway the most picturesque and fascinating street on the face of this foot-stool?"

MAN'S INHUMANITY TO MAN.

Following my guide, whose enthusiasm seemed indeed born of the truth. I penetrated the purheus of Ludlow and Hester streets, of which I had often heard but conserning which I knew little except what be gained by a casual, disgusted glance. There I found a condition of

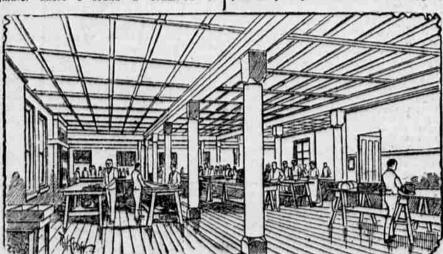
peated, While my guide had been careful to "naught extenuate," he had been equally just in that he had not set down "aught in malice. In a room forty by fifty feet I found 300 people working just as I had found them in East Broadway-the same sickening scenes, the same sad sounds of hollow cough and unintelli-gent and infrequent speech, and the same piles of clothing, reeking with the pestilenc; despite

As we returned to the "wholesale tailors" store on Broadway I resumed my questioningfar less confident at heart, but determined to show by no word or look that I was convinced, "Well, it is very probably Satan reproving sin." Very likely, if the truth were known, your ciothes are made in just about the same way, by just about the same grade of people; only you have the advantage over your rivals that your factory is 400 miles away from the center of trade and cannot so readily be inspected; and it takes a few more cents a week to keep life in these tollers here than in those who sweat their lives out for you in Rochester-if you really make your clothes there."

This was gall and bitterness to my friend.

THE CHALLENGE, "Go to Rochester in the ve.y next train if you wish. Ask any man, boy or child upon the street to direct you to Stein, Bloch & Co.'s factory. Announce yourself as from the World, or not, just as you please. State that you are collecting information about the sweating sysem-or, if it suits you better, do not say so. Go through the factory from cellar to roof. Pick up any garment you please, in any work-room, and examine it. Inquire of any workman or workwoman (there are not so many of the latter in proportion as there is in New York, they stay at home and attend to their little houses) as to his of her condition and that of his or her fellows. Ask anybody in any street in the city if Stein, Bloch & Co.'s people are not to be en vied; and if the way they are treated is not elevating the candition of every working person in the town, no matter what his or her occupation. If you do not, of your own free will, knowledge that everything that I have said is true and correct, down to the last lota, we will footyour bills."

"A very neat bluff, young man; but as I was born on the upper Mississippi where bluffs are an every-day feature of the landscape, I will just take you up." And so I went home, got my



CUTTING ROOM, 14,000 SQUARE FEET-STEIN, BLOCH & CO'S WHOLESALE TAILOR SHOP. supper, took a spare collar etc., and embarked

in the 9 p. m. train for the Clothing City. III .- ROCHESTER, THE CLOTHING CITY.

I found a supero city of 150,000 inhabitantsa beautiful but business-like place, with wide streets, palatian residences, cosy cottages, im-posing factories, fine nowering commercial estabilishments, immense hotels, unequalied rati-road facilities, an enviable water power, bus ling citizens, commodious schools, numerous churches, charming drives and a general air of go-aheaditiveness and prosperity.

After a comfortable breakfast at the magnificent fire proof Powers hotel, I inquired of a street urchin: "Sonny, can you tell me where Stein, Bloch & Co.'s factory is?"

"Can I tell you where Rochester is?" said the youngster sarcastically. Go along up the main street four blocks until you come to North St. Paul street, and turn to your left until you come to the finest building on the street. It's on the right hand side and you will know it by its not having any sign on to tell you what it is. If you forget what I'm a-telling you, ask anybody you see."

Now this, be it remembered, was in a city which was full of giant clothing factories (meaning giant manufacturies of clothing, not factories where they make garments for giants).



intely impossible.

"Are the goods now ready to be cut into?"
"Yes; but before there must have been prepared by the members of the firm new, original and appropriate designs which will suit the ropular tasts. The designs having been prepared so that there shall be harmony in outline and in color, the triamer steps in with a section which will harmonize with the cloth. Then the standard patterns are cut and others made therefrom. The original patterns

Then the standard patterns are cut and others made therefrom. The original patterns are kept in a fire-proof vault, so that in case of any accident to the working patterns they could be at once replaced and the work go on with but a few minntes interruption. The patterns are made up new twice every year,

"The trimmings are cut ready for use with the piece goods, this part of the work being done very largely by machinery, special care being taken that the trimmings for each kind and color of goods shall be appropriate as well as handsome."

QUIET ELEGANCE.

"Rather quiet styles of linings, nicht wahr?"
"Weil, you see we are not making 'hand-medewns.' We wish to attract attention to the quality of the goods. If we were to make them of loud colors the quality might be passed by. As it is, the absolute lineness and richness of the material challenges inspection; and that is haif the sale. Now, in ordinary ready - made clothing

pective of whether they go well with the body fabric or not; they are loud and flashy, and sejdom—and then only by accident—harmonize with the goods with which they are assembled. But as we are wholesale tallors and not wholesale clothiers, we are simply doing fashiomable tallor work on a large scale.

"As all our trimmings are made to our order and to match the goods, the clothing made by us is in fact in better taste throughout than can be had from nice custom tailors out of ten, because none of these custom tailors can have all their linings, facings, buttons and other trimmings made especially to match the cloth with which they are used. Further, no custom tailor, however important, can afford to carry such an immense variety as we are compelled to

TAILOR.

work there are three col-

each class of goods irres

IV .-- A PALACE OF INDUSTRY. I came to one of the finest business blocks it he United States, a noble pile, a olid and tasteul: Romanesque in its principal fea tures, with the lower stories carried on piers of Scotch red-stone, with finely carved capitals supporting girders of the same. Above, a simple pier and girder construction of moulded and glazed bricks of dark red, brown and chocolate, with ornamented string courses and panels,

Arrived at the factory (the undoubted general public acquaintance with which I fully tested on the way over) I was most courteously received; then I announced my desire to go through the factory for the purpose of comparing it with others in which I had been. I was old that I might go through alone if I ferred, or a young man, familiar with details, would be assigned as my guide, or if I would take my chances the members of the firm and heads of departments would pass me from one to the others. I chose the latter, and with the senior member

cioth and style come up to the bayer's judgment, and where the exclusive use of the pattern can be guaranteed, we take the entire production of the mill, and the firm actually does
control the product of several domestic mills,
thereby owning piece goods at less than the
average manufacturer can buy them for.

"When re juired, they are taken to the examining and sponging 10 m, on the third 10 m,
Here every yard or goods passes over a frame
in full sunlight, and any faults that may exist,
as picks, holes, differences in shade, defects of
coler or weave, are noted by the expert eye of
the trained examiner. Should faults exist the
goods are at once returned to the makers, for
under no circumstances are any imperfect
goods worked up.

"After thorough examination the goods are
sent to the sponging-room, where, on machines
of the latest approved patterns, they receive
the steaming necessary to shrink them permanently, rendering any future shrinkage absolately impossible.

"Are the goods now ready to be cut into?"

"Yes: but lie to a thate must have hear year of the firm started out on that tour of inspec-tion which I tell certain as soon as I entered the handsome portai, was to prove me a false

prophet.

"Are you much bothered with visitors?"

"We have a great mapy, but don't consider them a bother. We are proud of the fact that people consider our establishment worthy of a visit."

"Who planned this structure?" was almost my first question.

"Who planned this structure?" was almost my first question.

"The interior was planned by the members of the firm so that every ufinecessary step should be spared and that every thing should be just in the right place. The position, size and general character of each department and room being settled upon, and the wifele combined into a harmonious entirety, the services of a capable architect, Mr. Charles S. Kilis, were called into play to work up the punely technical details of construction. And that, same with the exterior; the members of the firm decided upon exactly what they wished and had the architect elaborate the details; for the building covers cover from,"

"Our lot is 250x66 feet and the building covers cover from,"

"Our lot is 250x66 feet and the building covers cover feet, comprising six stories, each of which, as well as the basement, its of the full size of the building, so that there are devoted to the purposes of majorificture, accounting and sale a floor space of about 101,000 square feet, or about two and a half arcs, every portion of which, as you will, see, is not only well lighted from without, but is in addition liberally supplied with incandescent electric lights. "How many hands can you work here?"

"The building has capacity for 2,000 employees, outside of the counting room."

"Any outside hands or home workers?"

"No; practically all the work is done on the premises."

A MODEL ESTABLISHMENT.

A MODEL ESTABLISHMENT.

Guided by one of the firm I went all over the great building, in the order in which the goods go in being received, stored, made up and shipped, and I quote his running comments—
"You will see," said my guide, "that there is every little distance on the wall of each room a hose all ready to be pulled out and put in service. Each hose is attached to a special fire service pipes that are used for no other purpose and which are supplied by a fire pump driven by an electric motor, and which can throw 539 gallons a minute, so that we make assurance doubly stre. We are not running any risks. Our business is too well established to make burning out desirable or profitable."

"Every part of the establishment is in connection with every other department by a new system of electric and acoustic inter-communication.
"The sanitary appliances on every floor for

system of electric and acoustic inter-communication.

"The sanitary appliances on every floor for the use of employees are commodious, convenient and thorough in every particular, offering a marked contrast with the usage in other establishments and evineing on the part of the firm a wat inful interest in the heath and welfare of their employees, from the highest to the least important.

"No building in the country is more liberally supplied with incandescent electric lights, there being no less than six hundred sockets, and pendant lamps, which will thoroughly illuminate every portion of the floor space; and any preson standing in any part of any room at night would be able to reach out and find a lamp within arm's length.

"We have our own electric plant built by the Sprague Electric Motor Company, New York, and generate our own electricity for power and light. Every mach ne of the many in the place is driven by the same invisible current which supplies the artificial light in dark and rainy weather; for on any fair day when it is light enough to see out of doors, there is in any part of this well illuminated establishment, sufficient daylight to work by.

"I want to impress upon you," said my con-

of this well illuminated establishment, sufficient daylight to work by.

"I want to impress upon you," said my conductor, "that all these improvements and conveniences are simply to save time not to gratify a whim, however laudable it might be, of having the most complete and convenient establishment of the kind in the world. Whatever can be provided to save time and expense, has been put in, no matter at what cost, for time is an important factor in this business, where orders are often received at i in the afternoon for goods to be on a train which starts at 8 that same evening.

goods to be on a train which starts at 8 that same evening.

"A most admirable piece of brag! Worthy of Barnum! Reminds me of the firm which said that it saved \$1,000 a year in ink alone by ordering its clerks never to cross a t nor dot an it" well, truth is sometimes stranger than feiton. On one occasion a few weeks ato a salesman took at 4 o'clock on Thursday evening, from a New York house, an order amounting to \$25,000 conditioned on its, being filled within twenty-four hours. Our stock was so large and our fa it lites so perfect "aut all the goods were on the train at 8 that evening and for sale on the New York counters hap next morning at 9 V.—STEIN, BLOCH & CO. 8 WAY.

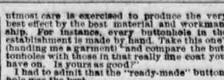
"The piece goods are selivered in the rear of

"The piece goods are delivered in the rear of the building. First going to the celiar, where they are opined and accounted for, they are next taken to the piece-groods stock rooms on the third and fourth globes, where we will now



SPONGING ROOM.

In reply to a query my conductor said:
"While we use a large quantity of imported goods in one work, we take the very best of the product of all the leading American mills, and the same with triumings as with woolens. It the same with trimmings as with woolens. It is our bolley to use in every department none but strictly all-wool goods, so that the label of Stein, Bloch & Co. will be a guarantee that all is wool. We are proud to be able to say with truth that our label upon a sait of clothes or an article of clothing has the same guarantee as to its superlative excellence and worth as the name of Jurgensen has upon a watch or Steinway upon a piano. It means that the articles to which it is affixed are of the very beat which can be produced at any price, and that every pains has been taken that the state of the articalis for or will admit. If you or any one can



utmost care is exercised to produce the very best effect by the best material and workmanship. For instance, every buttonhole in the establishment is made by hand. Take this one" (handling me a garment) "and compare the buttonholes with those in that really me coat you have on. Is yours as good?"

I had to admit that the "ready-made" buttonhole was the best.

"There is no wholesale clothier in the country who puts hand-made buttonholes on all his work, as the better grade of custom tailors do. Every pocket is double stayed; every button sewed on firmly and the same attention baild to the hidden inside work as to that which shows. There is none of the patching and piecing so often seen in ready-made clothing. Every garment a cut from whole cioth, as with customment's cut from whole cioth, as with customment's cut from whole cioth, as with custommed work.

"The garments made here have no 'padding' put into them. They are made to fit by proper design, proper cutting and proper putting together, so that no padding is necessary; in consequence of which they not only fit at first, but retain their shape, which cannot be said of padded clothes. In all the Stain, Bloch & Co. garments all the raw edges of the goods are overcast this being done by a special machine, which is the only one in this country which will do this work. All the trousers pockets are overcast as well. Even in the matter of the thread used for sewing, we use nothing but the product of the Leonard Silk company. Warehouse Point, Conn., believeing it to be the best made, so that every seam is strong, neat and durable; every button is hand-made and is sewed on, rounded and fastened with as much care as though the entire comfort and success of the garment depended upon the button staying."

The parts are made by journeymen taitors, in such as the set had every being made in a constitution of the contract of the parts are made by journeymen taitors, in any series are made by journeymen taitors, in a series of the garment depended upon the button staying."

ing."
The parts are made by journeymen taliors, just as though they were being made in a custom talior's shop. The establishment of Stein, Bloch & Co, is in fact an immense custom tallor's shop employing 700 journeymen instead of or's shop employing 700 journeymen instead of from two to a score.

There seems to be no detail which is considered so triting as to be slighted. The firm evidently bears in mind the remark of Michael Angelo, who, when asked why he spent so much time upon trilles in finishing a statue, replied: "Trilles make perfection, and perfection is no trifle." In fact, careful attention to detail has made Stein, Bloch & Co. garments—they are rip proof, tear-proof and practically wear proof.

Any one can find in ordinary garments sins of omission and commission,

But optics sharp it needs, I ween, To see what is not to be seen,

THE LABOR PROBLEM SOLVED.

"Do you have any trouble in connection with the so called labor problem?"

"No; we do not, never did have and never expect to have. We were the first yountarily to introduce the nine-hour system, which is extended not only to our men, but to every woman and child. There has never been any trouble between us and our employees, the latter being too well contented with the wages which they earn and the treatment which they receive to permit themselves to consider their own interests as in any way conflicting with those of their employers. They know when they are well off. They are practically particupants in our profits, without running any fisks on collections. Many of them have been with us for nearly a quarter of a century.

nearly a quarter of a century.

HEALTHY AND PROSPEROUS EMPLOYEES,

"We employ the best labor that can be had, and retain it year in and year out to do the best work that skill and experience can produce. No one is engaged by the piece nor even by the week only, and this being the case, no workman has any reason for hurrying through unnecessarily nor for hastening work to its detriment as though he were working by piecework; his only incitement is to do the best work that can be done, and to do it as rapidly as perfection in as though he were working by plecework; his only incitement is to do the best work that can be done, and to do it as rapidly as perfection in work will permit. These are his passports to permanent employment, A careless man would get the bounce in short order. A good one is encouraged and never has an idle day. By this system each workman gets more for his year's work than if he were employed in New York at a high price during the busy season, and by living in Rochester, which is pre-eminently a city of dwellings, and maving steady employment the year round, he is embled to make for himself a home. Being thus a fixture, he can do Stein, Bloch & Co.'s work better than a raw recruit could, and we lose no time and material breaking in new hands all the time. Then, too, each workman learns to do one thing perfectly and rapidly, and this is better than having a man do one kind of work one day and another kind each day during the busy season.

worn by so many bright and well dressed boys in every state in the union. The time has gone by when a boy's trousers were built upon the reversible principle, so that he never knew whether he was going to school or coming from it; and, owing to the artistic productions of this firm, no mother will now make the boy's trousers with straight legs so that when the knee is worn the legs can be cut off and turned half way around to present a new wearing surface. The mothers and the children themselves are now more exacting than the grown people.

"The garments produced by us in quantities are often purchased by merchant tailors and sold as custom work. In proof that they are cut and made upon the custom work system the exact measures of the garments in every particular. No mere wholesale ciothiers can do this, because their garments are neither cut upon any such system nor put together by workmen who would be capable of preserving the accurate dimensions, even were they started out with originally."

The extraordinary economy effected in purchasing the entire absence of waste of time and material in manufacture, the great care that is exercised throughout the entire process of production, the skill brought to bear upon every detail and the unsurpassed and even unequalled facilities of the firm in every department of production, distribution and sale, are living advertisements of the business and in the highest degree trade-makers for those who purchase of these conscientious wholesale tailors to sell again.

The business of this concern reeches well into the millions yearly, and its garments are to be found exposed for sale in first-class houses from Maine to the Coden Gate and from the St. Lawence to the Guif of Mexico. As wholes de tailors Stein, Bloch & Co. lay their claim for public appreciation and patronage upon the actual merit of their goods. It is they who have raised the standard of clothing in this country, and they who have won the world-wide reputation which they enjoy for fine work and durable garments.

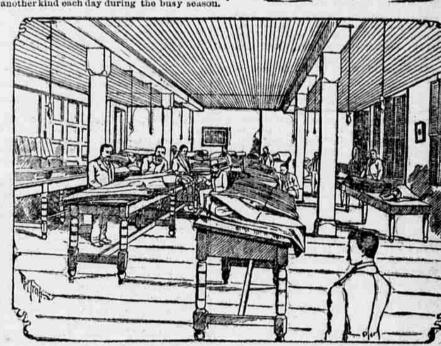
THE WORLD THEIR FIELD.

Besides the mammoth and unrivalled establishment in Rochester, Messrs. Stein, Bloch & Bo. have permanent representatives at No. 658 Broadway. New York, where I was first attracted by their novel and appropriate title of "wholesale tailors;" at the United tates Hotel, Boston; Palmer House, Chicago; Windsor Hotel, Denver, and at Nos. I3 and 15 Sansome street, San I rancisco—this latter house selling direct to Honolulu, Sandwich Islands.

In parting and expressing my entire satisfac-tion with what I had seen, the head of the firm said:

"We want to impress upon you the fact that many wholesale clothiers cater to the demand of some unprincipled retailers for cheap showy stuff. They don't use the maker's name, and he consequently cares nothing for his reputation.





"Take it all in all, we are not so much philanthropists as you might think. We are business
men, not in trade for our health nor to reform
humanity. We see that by making certain articles better than any one else ever has made
them we can keep ahead of the trade, and keep
on making them better than any one else does
or wih. Each man who wears one of our garments tells his neighbors how well satisfied he
is, and each workman is on the qui vive to see
that every one about the place gives a full day's
work for his full day's pay."

Most of those energed in making up the

Most of those engaged in making up the clothing are men, women being employed only as operators on the nachines and for the lighter kinds of stitching. All look healthy, comfortable and contented. The accompanying sketches of a tailor, a presser and two tailoresses are from photographs taken in the shops during working hours.

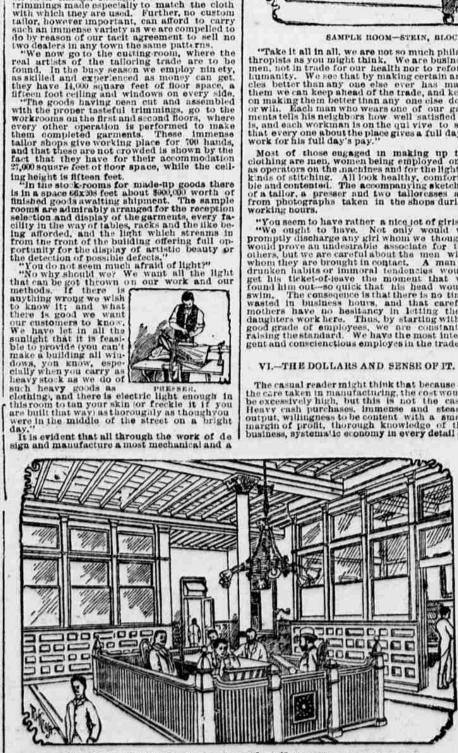
working hours.

"You seem to have rather a nice jot of giris?".

"We ought to have. Not only would we promptly discharge any girl whom we thought would prove an undesirable associate for the others, but we are careful about the men with whom they are brought in contact. A man of drunken habits or immoral tendencies would get his ticket-of-leave the moment that we found him out—so quick that his head would swim. The consequece is that there is no time wasted in business hours, and that careful mothers have no hesitancy in letting their daughters work here. Thus, by starting with a good grade of employees, we are constantly raising the standard. We have the most inteligent and conscienctious employes in the trade."

VI.-THE DOLLARS AND SENSE OF IT.

The casual reader might think that because o the care taken in manufacturing, the cost would be excessively high, but this is not the case. Heavy cash purchases, immense and steady output, willingness to be content with a small margin of profit, thorough knowledge of the business, systematic economy in every detail of



manufacture enable Stein. Bloch & Co., to compete with makers of inferior goods. Their garments are better money's worth than any other; and further, they always lead in style, as I found on looking into the matter thoroughly. Asking my conductor about this point he repiled as follows: most artistic eye, and one which is vigilant and keen as well, is ever watchful to suggest beau-ties and to detect any departure from perfect harmony and perfect work.

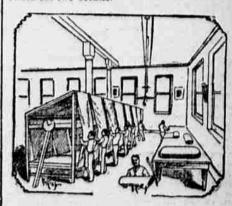
I was affreeably surprised to see in the stockroom many suits intended to retail at from 812
to \$15\$ just as well made and well finished as
the fine grade suits. Questioning Mr. Stein as
to this, he said that the hands did not know
how to do slop-stop work and would not be
allowed to do so even if they did. They are put
at the medium grade goods when not busy on
the higher qualities, thus keeping them busy
the year round and or course enabling the cost
of all to be kept low. NOVELTIES AND SPECIALTIES, "TRIFLES MAKE PERFECTION."

"Our firm is essentially and especially a nov-eity house, constantly originating new styles, some of which have become very popular in an increditably short space of time and, of course have found their imperfect imitators. As an example, take the case of the 'Josef Hofmann' boys' suit, so familiar to every lover of music the country over; first, by reason of it having been worn by the musical prodigy, to whom it was dedicated, and, second, by its having been "In every little detail," said my guide, "the

SAMPLE ROOM-STEIN, BLOCH & CO.'S WHOLESALE TAILOR SHOP

NEW YORK HOUSE, 658 BROADWAY. Now, on the other hand, our label appears or every garment we manufacture, and we make our goods so well that the man or boy who wears one suit with our label always gets another if he can.

"The way to get Stein, Bloch & Co.'s garments is to ask for them. If the retail clothier has not them on hand he can get them very readily. He can get one suit just as cheaply as though he were buying forty or one hundred. If he refuses, all the customer has to do is to write to Stein. Bloch & Co., Rochester, and they will tell him where he can get them in his town. We will not sell to the consumer, but will to the retailer, and will take just as much pains to fill an order for one suit asked for in this way as though it were a heavy sale. We want to build up just that class of trade in every town be tween the two oceans."



EXAMINING AND MEASURING ROOM.

the sense of it, is there any money in it for me, and for Thomas, and Richard, and Henry buyng your suits in preference to any others?"

"Yes, every time. Second-rate goods are dear at any price. The Stein, Bloch & Co. garments are cheap at the price at which they are retailed. Our suits and overcoats that retail at from \$15,00 to \$25,00 compare favorably with the fluest merchant tailors' work costing from \$49,00 to \$50.00, the fabrics being identically the same We make none but the best, and put on every garment this label, which is an absolute assurance of the very best quality, workmanship



Din ner-time having arrived, I accepted the invitation of the members of the firm to dige at their giub, where I met and formed the acquaintance of many of Rochester's best known and most solid citizens.

Train time shortened my visit, the pleasant and profitable memory of which will ever remain green in my recollection of Rochester.—[New York World, June 23d.

