## DCCLARES BEELiMAN

Propaganda Motive Seen
German Peace Appeảl.
ARMY STILL IS POWERFUL
J. M. De Beaufort Says Americs
Must Send Five 3ullon Soldiers to Europe to Defeat Han. Germany has been carrying on a
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## BREAK A CHILDS

 COLD BY GINMG SYRUP OF FIGS|  |
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Look, Mother! Is Tongue Coated
Breath Feverish and Stomach Sour?
Cleanse the Little Liver and Bowels and They Get Well







Receipt for a Mild Laxative Cough Syrup



##  <br> 

## THE TAX ON CLOTHING

Tailor" Magazine

BBymaxumbuc considered in Congress, it is proposed to assess on the buyer of a suit of clothes costing over $\$ 50$ a tax of 20 per cent. This is but one of a number of similar so-called ""uxury"
axes, which cover articles of clothing both for men and women, taxes, which cover articles of clotang iot men and various articles Including hats, shoes,
of women's apparel.
While these taxes will work a hardship on many of the trades engaged in the production of so-called luxuries they fall with especial severity on tailors. Almost alone among the findustries essensequently the cost of his product is fixed by the amount ho is called on to pay his workmen. As the tallor has only one grade of workemanship he cannot lower his prices materially and is foriced to confine himself to one grade. So that when he has trained his
workmen to produce a suit to sell for $\$ 50$ or over he is not able, workmen to produce a suit to sell for $\$ 50$ or over he is not able,
without changing completely his methods of workmanship and his working force, to produce a cheaper grade.
In the same way it has been the custom for the man who for ready-made dealer, who because his work is machine made, is able to produce many different grades and qualities.
Ever since the introduction of ready-to-wear clothes a contest for business has continued between the tailor and the manufacturer,
and for the past few years the competition has been strenuous. The clothiers have not been content to divide the trade along price lines, leaving for the tailor his natural field of the men who want the the entire trade in men's clothing.
Since we entered the war and the necessity for conserving mathe casual observer that the War Industries Board has leaned toward the manufacturer. In fact it is freely said that the consultations of the board with the representatives of the makers of men's clothing have been confined almost wholly to manufacturers; that
the recommendations have been framed with his necessities in mind, and that the peceliar considerations of the tailoring industry have been little heeded. Of course it is not supposed that the board did
this intentionally, but if the conditions are as stated, it is due to this intentionce of actual conditions.
This newly contemplated tax in the same way is levied entirely the tailor, while the ready-made manufacturer escapes altogether.
When the tailor and the ready-to-wear retailer come into competition, the tailor is handicapped by a 20 per cent tax. A tax is levied to raise money. This being the case, a tax of 20 per cent on
tailoring cannot be a profitable tax, because little or no money will tailoring cannot be a profitable tax, because little or no money will
be raised from it. Its effect will be only to prohibit the manufacture of clothes costing over $\$ 50$ a suit, no matter whether their value is double that of a ready-made suit or not, and to throw the
entire clothes business into the hands of the ready-made dealers, who will gain a result without the expenditure of a cent for which
they would willingly have paid millions of dollars in advertising. Most men who patronize the tailor know that a tailored suit will
wear twice as long as a suit ready-made. If woolens are to be conserved, the man who buys a suit from a thiilor certainly saves twice
as much wool as the man who wars two ready-made suits in the
same as much wool as the man who wears two ready-made suits in the
same length of time. That this is true has been proved many times
and it would seem that, instead of penalizing the tailor, the manuand it would seem that, instend of penaliizing the tailor, the manu-
facture of well-made garments out of good materials should be facture of well-
encouraged in
reverse being tru
It is to be hoped that the facts now being presented to the
committee having the bill in charge will be weighed carefully
before action is taken

## Consider the Price

 of
## TAILOR-MADE CLOTHES

in comparison with the high cost of ready-made clothing

PORTLAND $\ddagger$ ailor-made clothes mean the employment right in your own
city of skilled workmen at good wages. The money you invest in locally made tailor clothes does not find its way to Eastern ready-to-wear clothing manufacturers, but goes entirely to the upbuilding of your own home city.
Following are a few reasons for the unprecedented high cost of ready-made clothing:
The amount of money paid for the making of a ready-made suit is considerably more than that paid for the material.
No question about your paying a little less for a ready-made suit, but did you ever consider the permanency and superiority of a tailor-made suit?
Price is no obstacle for the man who appreciates that he is getting the maximum of satisfaction and value in a tailor-made suit.
Enjoy the distinction and satisfaction which tailor-made clothes alone can give you. The tailors of your city are ready to serve you, and will welcome your patronage.

## Merchant Tailors of Portland, Oregon



