

BEGIN DRIVE TO TEACH MEN HOW TO DRESS

Clothiers Are Informed That Male Americans Do Not Buy Enough Raiment.

A campaign to educate the American man in the essentials of good dressing was the chief topic discussed yesterday at the eleventh annual convention of the National Association of Retail Clothiers and Furnishers at the Grand Central Palace. "Dress Well and Succeed" is the advertising slogan adopted by the association some months ago, and members from various parts of the country told of the success of the co-operative advertising campaigns inaugurated in their respective communities.

"The way for you clothiers to create more sales is to create more needs or wants in dress," said Alfred S. Bryan, one of the speakers. "Waiting for a suit to wear out until you can sell the wearer another isn't working for yourself or your future. Persuade your customers not simply to buy clothes but to own enough of them to meet the obligation of every occasion."

The men's apparel field is vastly undersold, according to W. H. Weintraub of Chicago, who said that last year for every hundred men in this country only sixty-two new suits of clothing, fifty-two new hats and eighteen pairs of gloves had been sold. "These figures are startling," he said. "A market producing such returns indicates clearly how badly undersold the men of America are on personal appearance. It clearly indicates a negative public attitude. Paint people sell the idea of surface preservation, phonograph manufacturers the pleasure of the listener, automobile advertisers the pleasures and conveniences of the car. It has remained for the clothier simply to picture suits, woolens and price, instead of appearance and the pleasure of being well dressed."

The convention will continue its sessions tomorrow and Friday. The merchandise exposition, where more than 100 manufacturers are displaying their goods, is open every afternoon to the trade and to the public in the evening.

APPEAL BY TUG OWNERS.

Urge That Government Withdraw From Competition Here.

Discontinuance of competition by Government tugboats with those of private owners in New York Harbor was urged in an appeal filed yesterday with T. V. O'Connor, Chairman of the United States Shipping Board, in Washington, by members of the New York Towboat Exchange, an organization of operators. Such competition has ended in every port in the United States, it was pointed out, with the exception of New York.

The petition, after reciting that Admiral Palmer, President of the Emergency Fleet Corporation has recommended that such competition be discontinued here, said in part:

"We now learn that approval of this recommendation was withheld by United States Shipping Board Commissioners. The towboat owners were supported in their contention by the Merchants' Association of New York, the Chamber of Commerce of the United States and many other commercial organizations, together with the press of this city."