Messrs. A. M. Matthews and Son, Merchant Tailors and Outfitters, 13, Bridge Street.

Were we to give a detailed account of the growth and development of the business of Messrs. A. M. Matthews, of 13, Bridge Street, it would form a very good picture of the progress of Newark during the past half-century. That is not our object at present, but, in giving an outline of the concern, we hope to illustrate what can be done by enterprise when it is conducted on conscientious lines and in accordance with a high standard of commercial integrity. It is obvious that during the past twenty years or so competition in the clothing and outfitting trade has become wonderfully keen; owing to the improvements in machinery not only are cloths, suitings and fabrics generally turned out at very reduced prices, but also the cutting and sewing of garments can now be done at a very rapid rate by similar appliances; this, of course, greatly reduces the cost of production, and has had the effect of bringing down the prices to a very low standard. In itself this is to the public benefit, or rather would be so if quality were not sometimes sacrificed to cheapness. Unfortunately, however, speculators have entered the trade here and there, and, not being practical men, they sometimes flood the market with inferior goods which unfairly compete with the genuine value offered by respectable traders. The public, however, are learning to understand this matter and to know that the most economical plan, after all, is to patronise well-known respectable firms who have a reputation to lose, and whose character is known to the people among whom they live. This is an overwhelming advantage possessed by the firm of Messrs. A. M. Matthews and Son, who have been known for a long period in the Newark district, and who are highly esteemed for their enterprise in keeping abreast with the requirements of the times. The business was originally founded about fifty years ago by the late Mr. Thomas Matthews, a man of great enterprise and long experience in the trade; steadily the connection increased, and the concern was securely established on a sound permanent basis. On the decease of the founder, it was carried on with remarkable ability by Mrs. A. M. Matthews, who had gained an intimate knowledge of the business during her husband's life-time, and who, for over twenty years, zealously promoted the interests and the reputation of the establishment. Her high moral principles were not confined to private life alone, but influenced the whole management of her commercial transactions. The business was carried on on the strictest lines of integrity, and in every detail Mrs. Matthews insisted on a rigid adherence to her own standard of honourable trading; at the same time, competition was met by a well-organised system of management, and by introducing improvements from time to time in order to keep prices down as far as possible without interfering with the bona fidê value of the goods supplied. Later on Mrs. Matthews admitted into partnership her son, Mr. Robert Matthews, the present proprietor, and the business has since then been carried on under the title of A. M. Matthews and Son. Mr. Matthews has been brought up to the trade from his youth, and, as the business has remained in the family from the first, he has the accumulated experience of half-a-century of successful enterprise to guide him; having a thorough knowledge of the wholesale markets, and of the trade generally, he is in a specially advantageous position for laying in stock on the most favourable conditions. He conscientiously extends a personal supervision to every branch of the business, and is one of the hardest working merchants in the town. The establishment has now become a great centre of trade, and is extensively patronised by all classes, a large and comprehensive stock of suitings, cloths, tweeds, etc., as well as hosiery, hats, ready-made clothing and general outfitting of every description, being kept. The premises occupy a prominent position in one of the main thoroughfares, close to the Market Place, and are easily accessible from all sides. The handsome double front of plate glass is surmounted by the name of the firm in bold, conspicuous letters, and the well-dressed show windows always contain an attractive display of specialities in fashionable cloths, ready-made garments, etc. The interior is spacious and well fitted, and the admirable arrangements provide every convenience and accommodation for a large trade. Of tweeds, West of England cloths, Meltons, vicunas, and similar goods, a large selection is shown, while every facility is

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