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Rudolph H. Lucke.

The services of the merchant tailor occupy a prominent place among the business interests of our city. One of the prime necessities of the population is clothing, and among men there is always a commendable desire to wear tailor-made suits. As a consequence, not only the city itself, but the surrounding territory, becomes a fertile field for the tailor, and for many years he has flourished in Baltimore. Our city is far-famed as the chief manufacturing center of ready-made clothing, but enterprise in that line has not detracted from the growth of the merchant tailoring business, and, in capable hands, it continues to prosper, and those engaged in making men's suits which fit well and give satisfaction in point of material and service are justly regarded as our most successful tradesmen.

In the tailoring business, as in other lines of effort, improved appliances and competition have served to bring down prices, so that a better suit can now be purchased for less money than at any other period in the history of the race. But it is likewise true that the cheapening of materials has kept pace with the multiplication of manufacturing devices, and it is possible still for the merchant tailor to compete successfully with all comers. He offers his patrons a bewildering variety of styles to choose from, and by way of insuring faultlessly fitting garments, he still commands his share of trade. Gentlemen who have a care for stylish dress instinctively seek the tailor, and pay their money where they can obtain the most satisfactory results.

Barrels of printer's ink have been consumed in the effort to impress upon the minds of unthinking people that garments cut by a pattern will fit the wearer as well as the single suit cut by measure for the wearer. But that romance of advertising was long since exploded, and the men of money and respectability who go about the streets in a garb suggesting the scarecrow of the old cornfield in the country grows constantly less. Indeed, die-cut and machine-made clothing according to processes in which a thousand suits are made at once has never impressed its value upon intelligent men. If a man wears it, the fact may be taken for granted that he cannot afford anything better. Men of taste and wealth have not and will not desert the merchant tailor. They seek him because it pays to do so when all the qualities of a serviceable garment are taken into account.

RUDOLPH H. LUCKE.

One of the most prominent merchant tailoring establishments of our city is that of R. H. Lucke, No. 27 South Calvert street. In this long-established house fine workmanship and moderate prices are the watchwords. Choice foreign and domestic cloths, cassimers, suitings, up-to-date vestings and everything desirable or obtainable in the trade are kept constantly in stock. Not only a richly varied assortment, but an unusually large one, is carried, and the customer must be exceedingly difficult to please who cannot be satisfied with the styles which Mr. Lucke has to offer him. In addition, a competent staff of workmen is employed, and the proprietor gives personal attention to the cutting. As a result, suits and garments are turned out that cannot be surpassed in style, perfect fit and durability. Moreover, it is Mr. Lucke's ambition to have successfully to a large and in- all work done when promised. Promptness in filling orders he considers of equal importance to capable and artistic workmanship. All work intrusted to him is faithfully executed according to contract, and those who have once patronized this house never find occasion to seek another.

Mr. Lucke not only caters creasing city trade, but receives many orders from various points outside of Baltimore, particularly in the South. For some years the proprietor traveled regularly to the principal cities in the Southern States, and built up a large trade, which still remains. By careful attention to mail orders Mr. Lucke has been quite as successful in meeting the wants of out-of-town trade as of that in the city. His field of operations extends to every State south of the Ohio and east of the Mississippi river.

The business over which Rudolph H. Lucke now presides was established in 1865 by his father, H. H. Lucke. The latter emigrated from Germany in 1850, taking up his residence in New York and working there at his trade. Ten years later the family came to Baltimore, where it has since resided. Mr. Lucke, the elder, still survives, but has retired from active participation in business. The house started on Monument Square, adjoining Guy's Hotel. In 1871 the two sons, R. H. and H. F., were associated with their father, and after a few

[Continued on fourth page.]