



Since our last issue the weather has turned much more favorable for the sale of clothing, and retailers report a corresponding increased demand for heavy suitings and overcoats. Orders for spring have been coming in very satisfactorily, and wholesale houses look with confidence for excellent business for the coming season. The custom tailoring trade continues very good and there is a steady demand for suitings of a superior grade of material, which is encouraging.

CLOTHING IN MONTREAL.

(By Our Own Correspondent.)

The clothing trade has suffered least from the prevalent causes that are acting so adversely against the allied branches. You must be clothed, irrespective of weather or crops, and clothiers report a fairly satisfactory state of affairs. Retailers have bought well for the spring and summer, and remittances are not so much complained of. The reports from British Columbia and the Maritime provinces are encouraging, as travellers found a bare market, and retailers willing to buy. The custom tailoring has been particularly good, though just now there is a lull, in anticipation of the spring trade. The high price of furs and the small need of fur lined garments have stimulated the custom trade but the movement is in the direction of imported tweeds rather than of Canadian goods.

FOIBLES OF FASHION.

The Arbiter in The Clothier and Furnisher discourses thus: The advance whispers of Spring are being wafted about the purveys of high-grade tailordom, and tell a story of continued quietude in cloth fabrics for every phase of men's wear. It would appear that the fashion framers had settled down to a most conventional scheme of patternings of suits, trouserings and overcoatings; indeed for all clothing for informal service, content to leave whatever striking effects are to be attained to the cut of the garments of quasi-formal wear. I refer to the long tail frock coats that have, up to date, made such small progress in this country, although the London vogue for several seasons past. There are a number of special cloths in deep gray-black and lighter shades of dark gray that were apparently woven exclusively for this style of garment, which promises to have a select run during the coming season.

The trouserings that are expected in the "smooth" goods—as the cassimeres and worsteds are now designated—will be enlivened somewhat beyond those of last season, in contradistinction to the general outlook of quietude. The stripes in herring bone will be wider, and the blues that will prevail will be bluer than heretofore, but not to an extent, in the boldest flights of the designer, to come under the category of loudness. Wool trouserings in the Spring heights will have the lead. It would seem that the rough-faced fabrics, in well-defined stripings had proven an immediately successful venture in the Fall when they were first introduced, and upon this promise large lines of these goods are to be shown.

For suitings the Scotch goods will have the call. There is a great variety of conventional brown and tan, the cinnamon and burnt-umber variations of this shade and other extreme tints having their course. This suiting material is extremely fuzzy to the

eye, and the favorite mixtures are of an indefinite character. There are, however, a line of small checks—not so small as "pinheads," but in small squares which are scarcely discernible when the surface of the goods is ruffed under the hand.

AN INGENIOUS SCHEME.

I know of a clothing dealer, says a writer in the Boot and Shoe Recorder, who interviewed the school board of his native city and offered to publish the usual school circular in all the daily papers and defray the cost of printing and distributing the circular from the same matter, provided the city would allow him to put two lines of advertising of his store with it. The offer was accepted, and the dealer issued the notice with the city seal, the autograph of the superintendent and all the legal "fixings," and added:

"The best place to buy school suits is at John Robinson & Co.'s, 299 Main street."

That was a good scheme, and it paid well. It combined a legal notice, a notice of public interest, and information which the public desired, with a modest announcement of a wide-awake firm who had seasonable goods to sell. The parents read it, found that school would begin at such a time. The footnote showed them that they would have to buy new clothes, and thus the firm got in its work at the proper moment. It would be a good scheme for you.

SHIRTS, UNDERWEAR, AND GLOVES.

The Quibbler in The Clothier and Furnisher says: The latest full-dress shirt of swaggerdom is a perfectly plain, fine linen, open front, wide bosom affair. There are regular button holes for the studs, which are three in number and of the shank type of mounting, for an edict has recently gone forth against the spirals as being in the nature of a subterfuge. Still, this is one of those finicalities of fashiondom that will be regarded by the favored few as important, while the public at large will continue on in their more spiral-studded, open-back shirt way, oblivious of anything, but to the fact that they are right up to the top-notch in all the details.

Meanwhile there is a promise that some new ideas in underwear will be put on the market, not in fabric or make, but in the line of the open-front undershirt and the under-knee breeches, the success of which will undoubtedly be marked from the beginning.

New styles in gloves come out as the season goes on. The very latest is a shade of cream gold, with spear head back and red stitching and one single large mother of pearl button. It is a stunning walking glove, the most effective novelty of its kind. There has not been in many years such a general wearing of kid and dog skin gloves. Nor have the shops made such a showing of gloves. This greater chance of selection has undoubtedly helped the sale. Craven tan is no longer the one color of the season. There are numerous shades to choose from, and there are varieties of decoration upon the backs; besides an unusually rare assortment of strong-made undressed kids, and heavy caribou skin at once dressy and warm in the wearing.