



Orders for fall and winter goods have been quite satisfactory in tweeds and worsteds of all kinds. The ready-made clothing trade has not improved much during the past month, and prices are cut very low. The summer trade is running fairly strong in brown tweeds and in tennis goods. The movement both in these and ready-made goods has been fairly satisfactory.

For fall and winter suitings rough chevots and black worsteds will be in strong demand. The orders already placed by retailers indicate this preference. In trouserings the striped worsteds will still hold, although tweeds are going to have a share of the trousering demand.

In overcoats, light-colored, six-quarter tweeds, which generally pass under the name of chevots, are going to be in demand. Ready-made overcoats of this material will also be shown. The patterns are all checks and diagonals, while the style is single breasted, with hood or cape, the former predominating. Meltons and beavers will still be much used for overcoatings. The great change will be a tendency to discard blues for blacks and browns. Blue will be the color in town and country trade and in lower priced goods, but for the best city trade the other colors, in a double-breasted coat, will predominate.

Some very pretty silk and wool vestings are being sold now for the summer trade. They are very fine goods, being worth about three dollars a yard. In all wool they are selling for the winter trade. Almost all the patterns are spots, and while the summer goods are light colored, the winter stuffs are in whites, lawns and blacks. The latter are shown in sixteen-ounce goods, but the weight does not consist of shoddy, as the substance is all pure wool. These are very nobby and durable goods.

In neckwear nothing very new is seen. The delicate and other flowered goods are having a strong run at present. It is hard to say what will be the style for fall and winter. Bedford cords have been quite fashionable this season.

The belt has superseded the sash to a considerable extent. Nothing very new is shown in collars, but the tendency is to smaller points.

Cashmere vests are the proper thing for present wear, not cotton or silk. On foreign markets the double-breasted vest has the preference, but the demand here, as yet, is moderate. They will probably grow into favor.

Black socks are being superseded by other colors, such as cardinal, maroon and navy.

#### NOTES.

Brown Canadian tweeds are selling very well this fall. They are very much

used for ordered suitings at prices ranging from \$16 to \$20.

Wyld, Grasset & Darling are showing special value in a line of knot scarfs, at \$2.25, while their range of neckwear is quite extensive in all lines. A line of white shirts, open front for full length, and being donned as the wearer would a coat, have had a good market. They also report a strong demand for Canadian tweeds. In other classes of tweeds they are opening up some very nice lines.

Gordon, McKay & Co. are showing some nice varieties and patterns in strap-bows and other neckwear. Several cases are being opened. They are also showing some new Irish friezes, in plain and nap surfaces, which are worthy of attention.

John Macdonald & Co. have opened up a full range of Belwalp serges and coatings, for which they are sole agents in the Dominion. The serges are shown in black and blue and the coatings in gray mixtures.

In tweeds John Macdonald & Co. have received some very extensive shipments of Canadian goods; also 54-inch tweed suitings, black worsted trouserings and 54 inch black and colored Italian lines.

W. R. Brock & Co. have had such a continued strong demand for black worsted trouserings that they have already been forced to send in repeat orders for some of these lines. In this line they are showing much variety and good value.

John Macdonald & Co. are showing good value in a line of merino half hose, the Reliance, the special feature of which is a double foot and heel. They have also a large variety in light, flat neckwear for the summer trade.

W. R. Brock & Co. are having an extra demand for rough chevots for fall suitings. The demand has been so strong that, notwithstanding their heavy stock, some of the lines are already exhausted. Their range is extensive. They are also showing some very nice brown suitings of Canadian manufacture. These goods appear to be excellent value.

Gordon, McKay & Co. are showing several lines in Canadian tweeds in browns, tans and grey mixtures which are very attractive and of extra good value. In black worsted trouserings they are showing some very pretty stripes from the best English manufacturers.

#### ADVANCE IN AMERICAN PRINTS

American prints have advanced slightly. The following particulars are furnished by the St. Louis Dry Goods Reporter:—

"In all the standard prints, such as Pacific, Windsors, Merrimacs, Hamil-

tons, Manchesters, etc., there has been an advance of one-half cent per yard in the jobbing price, and the market is very firm. The advance in print cloth has been of such a nature that no reduction in the price of prints is possible, but the indications point to a firmer market. The supply of print cloth is scarcely equal to the demand, and as long as this is the case, there can be no downward tendency in price.

"In all kinds of shirting prints there has also been an advance of at least one-half cent per yard, and the same conditions apply to these goods as to ordinary prints. We will state further, that on July 20th the jobbing price of American Indigos will be five and three-quarter cents per yard, being an advance of one-quarter cent."

#### MADE TO FIT VS. MADE TO MEASURE.

In all ready-made clothing there is an ideal model to which each garment is fitted, as it were. There is the long, the short, the fat, the lean and the normal, of which the average man is the archetype. The designer of a wholesale clothing factory has all these models constantly in his mind, and in his productions he provides for and fits them all as well, and often better, than if he measured each individual to be clothed for the particular garment he is making. It is an admitted fact that many men appear to better advantage in ready-made garments than in those of tailor make, and that their consciousness of this makes them stand aloof from the knight of the tape and patronize the ready-to-wear dealer whenever their wardrobe needs replenishing. Such men are those who have some slight, peculiar physical defect—not enough to amount to actual deformity, and yet, if brought out by a too faithful fit in their apparel, it would be noticed to the disadvantage of their personal appearance. What is ordinarily termed a "good fit" would be a "give-away" to such a person.

A short time since one of Chicago's most prominent custom tailors was overheard to say: "Why, if I should fit some of my customers they would scare the horses along the street." It was meant for a jest, of course, but it suggests a state of things that has chiefly contributed to make the ready-made clothing business the great interest it is to-day.—Chicago Apparel Gazette.