

MAN CUTS FIGURE IN FASHION WEEK

Duds for Stronger Sex Rival Women's in Dash and Style, Says Big Tailor.

Mere man figures in this style show business, too, be it known. Benjamin Friedman, of Friedman Bros., declares that men's clothing this year has a dash and style that should prove as interesting to men, as the showings in department store windows are to women.

Friedman Bros. is a business enterprise that has scored a remarkable expansion in the last year, and the firm, enjoys the distinction of ranking as one of the largest in its line in the state.

Between 30 and 35 tailors are steadily employed in their establishment at 329 West Superior street, in-

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volving the disbursement of about \$30,000 annually in wages.

Through the recent acquisitions by the firm of the old established Duluth tailoring businesses of J. Frank Burrows and H. W. Hodgson, the capacity of its shop has been doubled. It is pointed out that the exclusive import lines previously carried by two shops taken over have been retained.

"We are gratified with the expansion in our business since opening up in Duluth seven years ago," said Benjamin Friedman yesterday. "We first started out in Minneapolis 20 years ago. Five years later we opened up in St. Paul and then realizing that Duluth was just in its making, we established our third shop here.

Trade Growing Rapidly.

"Our Duluth shop is perhaps to be credited with the best relative increase in trade since it was opened. Our list of local customers has been steadily expanding, and a further gratifying feature has been the growing patronage accorded us by visitors in the city from the district towns. I may point out that every garment ordered here is tailored in our own daylight shop in Duluth."

Touching upon this season's suit patterns, Mr. Friedman mentioned that the English models prevail for young men's business wear. Double breasted sack coats will be largely worn, with single breasted vests without collars. The trousers will have a slight hip fullness and will be about 19 inches in width at the knee and 16 inches at the bottoms. Plain cloths in blacks, greys, browns and blues will be largely the vogue.

Overcoatings will be quite conservative this season. The staple goods are mostly smooth finish. They are in twills and stripes with a tendency showing towards meltons and patent beaver cloths. Ulster overcoats are being shown in Scotch effects in grey novelties ranging from plain grey to the green shades.