

Men's Furnishings.

MR. MATTHEWS' TRIP TO THE COAST.

MR. CHAS. MATTHEWS, of Matthews, Towers & Co., has returned from a flying visit to the Pacific Coast, delighted with the improved condition of business.

"There is a tremendous boom on," he remarked as he shook hands with THE REVIEW, "but, all the same, I wouldn't advise anyone to go out there with the intention of going into business. The trade is overcrowded now. When the rush first started hundreds went in for outfitting at Victoria and Vancouver, and bought heavy stocks. Now, competition is so keen that they have to cut prices till all the profit is gone."

"Are the Canadian cities getting their share of the Klondyke trade?"

"Yes, in spite of everything the Yankees say, our people are doing a fair proportion of the outfitting. They deserve it, too, because the outfits supplied by Canadian dealers are excellent in every way. The quality is good, and everything is well made. Then the dealers take any amount of pains to please the miners—fix the Customs papers for them and pack the goods for transportation through the Pass. On the other hand, our Seattle friends are turning out cheap, shoddy stuff. They give quantity but not quality, and I believe that half of the awful suffering en route to Dawson City is due to the inferior clothing that the argonauts who outfit at United States ports are wearing."

According to Mr. Matthews, the whole of Western Canada is booming as it never boomed before. The country is becoming known, a good class of emigrants are settling there, and trade in the towns and cities is on a firmer basis than it has been for many a day. Mr. Matthews is an old western traveler, and knows whereof he speaks.

ENGLISH COLLARS.

Messrs. Young & Rochester's new range of collars is of exceptional value and style. Coupled with this, the fact that about a year ago the duty on English collars was 35 per cent. and 10c. per dozen, practically 45 per cent. on $4\frac{1}{2}$ doz. collars, and more on lower qualities, while after July 1 it will be only 26½ per cent., is sufficient to account for the increased amount of Canadian orders being placed with these manufacturers through their Dominion agents, Wreyford & Co., McKinnon building, Toronto.

INTO NEW QUARTERS.

Messrs. McGiffin, the Sparks street, Ottawa, men's furnishers are moving into their new store in the Scottish Rite Chambers. They are bright men, and do a good trade.

THE COMING SEASON.

The buyers for the big wholesale houses, who have been in Europe for the past few weeks selecting men's furnishings for fall, are now returning, and in a short time travelers will be visiting the trade with samples. Until the buyers arrive and samples can be examined, all reports must necessarily be very meagre, but from what THE REVIEW can learn, there are no particularly marked changes in any department, either in style or colors. So far as the latter are concerned, red and blue appear to be first in popular favor, although green continues to keep its end up. Checks and

tartan effects prevail in every branch of furnishings—even hat bands are made in the check patterns. In ties, derbys are likely to be immensely popular, and will be made a shade wider than heretofore. There is nothing new to report in shirts. This is not surprising, however, for fall styles seldom contain any pronounced novelties. A

few new shapes in collars are noted, but the changes are not very marked. One rather novel feature is a collar made much higher in front than behind, thus overcoming the inevitable sinking of the shirt in front.

BEGINNERS IN BUSINESS.

In recent years some bright young men have gone into men's furnishings and done well. For city trade the outlook has generally been considered good, inasmuch as big department stores cannot attract the best class of customers. Young men of taste, as a rule, prefer to spend their money at a nice store. If the dealer is himself a young man, he becomes friendly with others, and in this way comes to take an interest in their amusements and sports. He should, however, be careful to attend to business first. THE REVIEW happened to be mentioning this to Mr. John Macdonald, of John Macdonald & Co., last week, and he replied. "There is some truth in what you say. A young merchant who has started in men's furnishings with sufficient capital and energy should, from the first, look after the management. If money is made in the first few months, it should be saved rather than spent and personal expenditures kept down. It will not do to go to the races or the games because other young men are going, nor is it wise to smoke two-for-a-quarter cigars, and take a new tie from the store because it 'costs nothing.' These are apparently trifles, but they tell in the long run." And THE REVIEW considers Mr. Macdonald's advice sound and to the point.

MEN'S WATERPROOF COATS.

The W. R. Brock Co., Limited, have purchased for cash a manufacturer's overmakes of the newest patterns and shapes of men's indiarubber coats, at prices which enable them to quote at and below the closest mill prices.

THE BOW TIE.

The bow tie is the style of neckwear most suitable for spring and summer wear, no matter what the cashmere may be. Caulfeild, Henderson & Burns are showing a very large range of really superb goods, which merchants handling can retail at popular prices.

REGATTA SHIRTS.

Men's furnishings buyers on the hunt for snaps should call and inspect a line of men's (fashionable checks) regatta shirts, bought by the W. R. Brock Co., Limited, at a great sacrifice. The line is a regular 75c. line, and Brock's will sell it at a price that will allow of retailing at 50c. each. Assorted sizes to dozen.

THE TRADE IN SWEATERS.

Sweaters in both men's and boys' sizes, form a leading feature in the men's furnishings department of Wyld, Grasett & Darling, and appearances indicate that the demand is likely to increase as the season advances. The staple style with general trade is 2-1 rib, honeycomb, with plain roll collar, though for finer furnishing trade, laced collars striped with white are asked for. The leading colors are cardinal, myrtle, tan, navy, black and a myrtle and red mixture. Bicycle hose are shown in great variety. Plain heater,