

MEN'S FURNISHINGS—Continued.

Spring has deferred buying materially, but the change from Winter to Spring is likely to be the more pronounced when it does come. Easter is later than usual, too, so in all probability the atmospheric conditions will unite with the custom of years to induce young men to lay aside their Winter clothing and enjoy Eastertide in apparel lighter in weight as well as in color.

The fashionable young man considers it a duty to make an almost complete change in dress at Easter. There are many young men who are not so particular, but, when the change in weather conditions makes it imperative that they shall put off their Winter coat and scarf, they find it advisable to procure not only new clothing, but new neckwear, linen, etc.

It would be well, therefore, to start at once to set customers thinking of their Easter needs. I should consider it a good move on the part of a merchant doing a strictly men's furnishing business to devote all his newspaper advertising and window display space to talking up Easter and Spring goods for the next couple of weeks. The windows in the large cities are just now full of these goods. In the stores where ready-to-wear clothing is sold Spring suits are attracting most attention. Custom tailors, too, are nearly all talking Spring suits, pants or coats. In the strictly furnishing stores the colors and materials are all decidedly Springlike. While a few houses are clearing out heavy underwear, the majority are devoting their attention to light-weights. The shirts and shirtings shown are nearly all colored, showing an almost equal proportion of stiff front and negligee garments. The favorite collars seem to be the straight high and high-band turn-down. In ties, the puffs and Ascots seem to be generally giving way to flowing ends and four in-hands. There is even a greater degree of brightness and variety of coloring than has been looked for this Spring, for the scarlet, khaki, red, white, blue and green, all of which have been made unusually popular by the war, combine in themselves large possibilities in the way of color effects. Several dealers are ready for the demand that April showers will be sure to create for umbrellas and waterproofs, and are making these a part of their displays.

**Goods Seen in
Dealers'
Windows.**

"The coat for showery Spring days," for gentlemen or ladies; rain proof; best English covert cloth; first-class cut. These are very fashionable and a large sale is

predicted for them.

Black socks with natural wool feet, Hermsdorf dye, 25c. per pair.

Pyjama suits: the best antidote for that tired feeling.

High-band, turn-down collars; the popular collar for Spring, 1900; 3 for 50c.

Four-in-hands and flowing end ties; purple ground with heraldic designs, 50c.

Bicycle hose, brown and blue, with the Union Jack or the Stars and Stripes at the knee.

A novelty in Fedora hats, the "Yoemanry," khaki in color, and with a khaki band striped with red.

"The newest creation of fashion's dictation," a silk four-in hand in scarlet with under striping of white.

New shirtings: exclusive styles and patterns for Spring 1900.

"A gentleman's cravat," flowings ends with black ground and bright horizontal striping.

Japonette handkerchiefs, fine, 19c. a piece.

Fine worsted socks, 28c.

Heavy worsted socks, 38c.

Boys' colored shirts, short bosom, 75c.

Leather-lined Scotch caps, 25c.

Spring neckwear in all the patriotic colors, khaki graduates and flowing ends, Transvaal colors, 25c.

**Patriotic
Neckties.**

The intense patriotism with which the entire British Empire has been electrified, and which has surprised the world, is beginning to show its effect in the styles and colorings of wearing apparel for both men and women.

For example, during the past war excitement in London, every man wore something to show his patriotic feeling. This outlet was usually in the form of a patriotic necktie, khaki color, or red white and blue.

The khaki idea has already struck New York. There they wear it on the principle of turning up the bottom of their trousers when it rains in London. Americans would scoff at the idea of following London and wearing khaki ties, so they call it drab and are happy — "a distinction without a difference."

Here, in Canada, with our own boys distinguishing themselves at the front, we feel at liberty to revel in patriotism, and neckties seem to be the safety valve.

A beautiful display of these goods can now be seen at the up-to-date men's furnishers; leading them all we see the Union Jack in derby and flowing ends in combination with plain cords of all colors, or in combination with the popular and new patterns in baratheas stripes; also the Union Jack in a bat-wing bow, the Jack covering the entire front of the bow, then come red white and blue in all possible combinations; after that comes khaki, at present king of colors in the British Empire. The popular idea here is for the khaki to be in the most conspicuous place in the tie when tied, namely the knot head, whether in four-in-hand or flowing end, and the correct thing for the balance of the tie is baratheas stripe, thus allowing a man to exercise his individual taste, whether purple, navy, royal or light color suitable for Easter.

The rage has struck us, and no doubt the result will be an enormous sale.

**English Patriotic
Neckwear.**

The public are undoubtedly "up to their neck" in patriotism. The well-known firm of Young & Rochester, London, England, introduced flag ties last season, and they had an extensive sale, but, being practically small Union Jacks, Standards, etc., were only suitable for holiday wear. This season, their representatives, Wreyford & Co., of Toronto, are showing some very artistic designs in patriotic neckwear, that are being bought in large quantities for general wear by gentlemen and ladies. One range is of khaki-colored silk with the colors across of the famous British regiments now on active service: The Gordons, Inniskillings, Dublin Fusiliers, Naval Brigade, etc., 15 different regiments. Another range comes also in khaki and rich, dark-colored ground, with woven flags of Great Britain, Canadian coat of arms, Prince of Wales' plumes on ends. To meet the convenience of the trade, Wreyford & Co.