

MEN'S FURNISHINGS.

A NOVEL SHIRT PICTURE.

AN article that will be appreciated by gents' furnishers at first sight is shown by cut by the Toronto Brass Co., Limited. in this issue. They have had an extensive sale for this fixture, which has only been on the market for one month.

New neckwear of all styles and kinds at popular prices is being shown in the extensive department of W. R. Brock & Co. Also silk and cashmere mufflers, silk and all kinds of handkerchiefs, braces, flannelette and dress shirts, including their special white dress shirt to retail at \$1, called "W.R.S." This shirt is a marvel at the price, being made of a special good wearing cloth, reinforced back and front and up to date in every particular.

Glover & Brais are calling attention to their new neckwear, comprising a number of the newest things in bows, knots, etc.

James Johnston & Co. have secured another special lot of men's silk knot ties and bows at much below manufacturers' prices. These comprise the newest styles and are good value. Write for sample boxes.

Wyld, Grasett & Darling say that there is nothing more active than English collars; the duty has caused a revised list. A new range of English neckwear is taking well; it is shown in knots, graduated derbys, lombards, bows and puffs. Puffs are likely to be favorites for fall wear. Paisley and Dresden patterns are the leaders, and green shades are still popular. The medium and low-priced underwear, particularly in stripes, are favorites. Soft-bodied cambric, Madras and Ceylon shirts are considered likely to crowd out laundried shirts for another season.

Robert C. Wilkins has been inundated with orders during July for summer clothing and shirts. So much so that he was obliged to decline many orders owing to the impossibility of procuring the fabrics and turning out the goods fast enough. His sales for July are unprecedented in the history of the house. Mr. Wilkins has, however, some smart lines of silk stripes, damasks and jacquard shirts for immediate delivery.

Glover & Brais are showing some decided novelties in fine underwear in natural wool and silk finish goods.

Umbrellas and waterproof clothing are greatly in demand owing to continued wet weather. S. Greenshields, Son & Co. have just received shipments of many lines to sell at popular prices. They have a nice stock of silk knots and derby ties for men to retail at 25c. They have also lines to retail at 15c., which are of exceptional value. This firm are offering many lines of underwear that are confined to themselves and are offering them at popular prices.

English collars in 1 $\frac{1}{4}$, 2, 2 $\frac{1}{4}$, 2 $\frac{1}{2}$ and 2 $\frac{3}{4}$ inches in height are the best in the market and are meeting with great success. S. Greenshields, Son & Co. report a full stock of these goods. In men's braces exceptional values are offered this month.

A LEADER THAT COMMANDS.

It is one thing to assume the position of "a Leader" and another thing to hold it. Some few years since W. R. Brock & Co.'s hosiery department launched their "Buyit" wool hose upon the market. Immediately it secured a commanding position, and still holds it, from the fact, as this house claims, that it is the cheapest and best value black wool hose in the market, and every merchant who aims to do a live hosiery trade feels that he has to buy it.

DOMESTIC MADE MANTLES.

AALEXANDER & ANDERSON are the pioneers of the mantle trade in Canada and in this line they occupy a leading position, as live, up-to-date manufacturers. Their productions are meeting with great acceptance and their garments are much in evidence in every city and town in Canada. One has no idea of what is going on and being made in this city until you visit and inspect the various factories, etc., and we had certainly no idea that this firm were so extensively engaged in the manufacturing of mantles. Before you approach the factory you can hear the hum of the swiftly-running electric power machines, the click of the shears, and the sound of the pressing irons, and, when you peep into the factory, there you see a regular beehive of industry. This firm employ about 140 hands, many of them being expert designers, cutters and mantle makers from New York, and the work turned out by the establishment would do credit to a Parisian manufacturer.

Alexander & Anderson, whose advertisement will be noticed on the opposite page, are making a magnificent display of new fall and winter mantles, which every interested mantle-buyer should see. We have visited their show-rooms and were much impressed with the wonderful display and the wealth of novelty revealed. Those who have inspected this firm's productions admit that style, beauty and elegance reign supreme. The garments which they exhibit are undoubtedly stylish and attractive. We are nothing in these days if we are not up to date, and the native productions of this house ought to appeal irresistibly to our pride in having a live, enterprising firm like this in our midst. We believe they deserve every encouragement, and certainly have our best wishes for their success in this their new undertaking.

The popular styles of jackets for the approaching season are to be mostly medium-length garments with coat or plaited back, and the square front still meets with great favor, although there are quite a number of garments being shown with other styles as well. The styles of cloths which are being used include beavers, kerseys, curl serges, friezes, astrachan, curls, chinchillas, boucle tweeds, etc. Black curl cloths are still much in fashion, and it is thought they will have a big run again.

Alexander & Anderson have recently removed to their new warehouse and factory on Wellington street west, Toronto, which are large and commodious and well adapted to the requirements of the trade. The factory, where the large staff is briskly at work, is a sight to see, and the stock room is also a fine place. The show room is particularly well adapted for the display of the elegant new garments.

"P.M.," "R.C.," "SUCHOSE," "37."

These four brands of hosiery are four special lines that can be retailed at 25c. per pair (the popular price), and can be got at W. R. Brock & Co.'s up-to-date hosiery department. "P.M." is a heavy knicker rib, "R.C." a gradelighter, "37" a cashmere 2-1 rib, "Suchose," a plain wool hose, noted for its appearance and good wearing qualities. Children's sizes can be had in all four lines. Brock's have made their name a household word for hosiery on account of the large quantities they handle and the superior value they offer all along the line.

... IF YOU WANT TO ...

ADVERTISE ANYTHING, ANYWHERE

In Canada, we can do it for you.

MacLEAN PUBLISHING CO. Ltd.

ADVERTISING DEPARTMENT
MONTREAL - TORONTO