

touch assuring. Taken altogether, this must be acknowledged as one of the best lines ever offered to retail at 50 cents. The cloth and the designs are confined to this firm.

The second line comprises two makes of velveteens, the "Elite" and the "Clarion." W. R. Brock & Co. have been appointed sole Canadian agents for these two celebrated makes.

### MEN'S FURNISHINGS.

**G**ENERAL trade in furnishings has been very good along all lines. Light colored neckwear, vests, underwear, half-hose, suits and suitings, linens, belts, etc.—all these have found a steady demand despite the slow trade in general lines. The young man of this fin de siècle period has a desire to be elegantly dressed, even if his employer has found it necessary to defer any increase in his salary for another year. Men must be decently clad, and hence furnishings are seldom in that state known as "extremely dull." The volume of trade may lessen, but there is always a volume of greater or less extent.

The fall placing orders for stiff hats show a decrease in volume. This may be taken as an indication that stocks are heavy. The explanation is that retailers bought fairly heavily in stiff hats for spring, and then found that a great deal of the demand was for fedoras. The soft hats had to be bought then to meet the demand, and the stiff hats were left on the shelves.

A leading hat dealer ventures the opinion that few soft hats will be sold in the cities this fall, although they will continue to run in towns and villages. Then next spring will witness its almost entire displacement again by the stiff hat. In view of

this apparent trend of the trade, dealers will no doubt buy soft hats in small quantities as needed.

There is really nothing very new to report in neckwear. The styles illustrated in the two previous issues of this journal are still running. Some new ideas will be ready next month.

W. R. Brock & Co. report an extraordinary call for cream worsteds, cricketing flannels, light weight worsteds, etc. The male portion of the community seem to be going in for this class of goods much more strongly than at any previous season. This house claims to have yet a very fair assortment of this class of merchant tailors' supplies.

Clearing lines in men's summer underwear, summer vests, and summer shirts, are being offered by John Macdonald & Co. at prices which are inducing an active movement.

In their men's furnishing department, W. R. Brock & Co. are showing a very fine line of summer waistcoats, neckwear, and outing shirts; also sporting and other belts.

Firemen's, police, band, baseball, lacrosse, cricket, and society caps, are manufactured to order by A. A. Allan & Co. This part of their business has developed a great deal during the past couple of years, and has now attained to very considerable proportions. Specially competent designers and workmen are employed, and the quality of the goods turned out is above reproach. Railway employees' headgear is another class.

The entire new fall line of the Dominion Suspender Co. will be with their travelers, and at their Toronto office, 45 Canada Life Building and Montreal office, 28 St. Sulpice street, about July 12. They have a new wire buckle to show the trade, pronounced the best and most perfect ever invented. New styles of webs and mountings will be exceptionally fine and exclusive.

## COLLARS...

IN ALL STYLES

85 Cts. a Dozen

## BALBRIGGAN UNDERWEAR

Plain or French Neck Finish

Can Offer Special Inducements

Natural Wool Underwear, Ribbed Skirt .. .. .	\$7.50 dozen
Underwear in three shades, to retail at .. .. .	0.25 each
Can improve on usual prices of stripes to retail at .. .. .	0.50
Hernsdorf Black Half Hose, full finish, from .. .. .	1.25 up
<b>Black Lisle</b> (Hernsdorf) at .. .. .	2.25

**TAN SHADES A SPECIALTY**

Second Importation Summer Neckwear now in  
Endless Variety in Cotton Ties  
Alpaca Umbrellas at \$5.50 and \$7.50  
Our Leader in Silk Umbrellas at \$12.00

— WRITE FOR SAMPLES —

## GLOVER & BRAIS

184 McGill Street. MONTREAL