

## MEN'S FURNISHINGS.

A NOVELTY just now is a Madder Derby scarf, an excellent imitation of the silk Madder which retails at 50 and 75c. The new line seen at W. R. Brock & Co.'s can retail at 15c. Other noteworthy lines at this house include men's white duck waistcoats, single and double breasted, also fancy checks and stripes in cream, navy and fawn effects of duck and cashmere; bathing suits and trunks to retail from 5c. to \$1 per garment.



NIAGARA NECKWEAR CO.

Said the head of this department in a large wholesale house: "I hope wide-awake merchants in the various towns will quietly arrange to have the by-law in reference to men and youths being properly clad while bathing put in force. This will increase trade in bathing suits, trunks, etc." A good idea.

Mr. M. Kyle, manager for Baker & Co., Rat Portage, has invented a new idea in a collar band for white dress shirts. The invention is known as "Kyle's Protected Shirt Collar Band," and has a two-fold object: it prevents the loss of the collar button, and does away with all chafing and annoyance to the wearer. The invention has been patented in Canada and Great Britain, and is also pending in the United States.

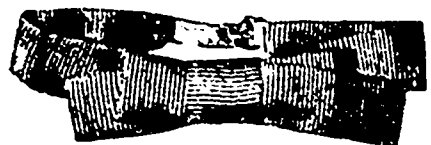
A low line of underwear, over makes, to retail at 20c., is going out at John Macdonald & Co.'s. Also a low line of men's wool sweaters, black, white, navy and tan, to retail at 75c. Two special lines in braces are interesting.

Matthews, Towers & Co. are sole agents in Canada for the celebrated "hand sewn reliable" braces, now so well-known to the high-class furnishing trade in Canada. This season they expect to eclipse any previous showing in this line.

Mr. Chff. Bullock, the popular Western Ontario traveler of the Dominion Suspender Co. and Niagara Neckwear Co., Ltd., leaves for Manitoba, North-West Territories and British Columbia May 1st with the new up-to-date fall lines.

Mr. W. C. Towers, of Matthews, Towers & Co., is now in the foreign markets.

Black with gold figures or stripes is the coming New York fabric for neckwear. Greenshawe long since been dropped in that market. The Niagara Neckwear Co., Ltd., fall line will be composed principally of the former colorings.



NIAGARA NECKWEAR CO.

The Dominion Suspender Co. are clearing about 5,000 doz. of suspenders at \$1.75, worth 50 to 75c. per doz. more. Write for sample dozens.

McMaster & Co. report having received another repeat order of the popular R & D American job brace. This brace has

had a phenomenal sale this season, the only trouble being in securing a sufficient quantity to meet the demand. It retails readily at 25c. and gives a handsome profit.

In men's and boys' sweaters popular colors are white, black, navy, cardinal, dark tan and heather. Bicycle hose, to match these, are shown by Wyld, Grasett & Darling, the favorite patterns being large broken checks.



NIAGARA NECKWEAR CO.

The Niagara Neckwear Co., Ltd., will have in a week or two

a large line of Rumchunda twills to show the trade; they are the most desirable fabric for summer wear.

The Dominion Suspender Co. are supplying all their customers this year with a beautiful display rack.

There is an unusual demand for regatta shirts, made with starched bosoms and separate collars and cuffs. The open-in-front kind are most called for. The shirts with soft bodies and laundried collars are also good property. The turn-down roll collars are selling freely this season.

Three new lines of vests, in pique, Marseilles, duck and cashmere, are shown by Wyld, Grasett & Darling. They are made with detachable pearl buttons, and are in plain white and small neat patterns.

"I doubt," said an old buyer to THE REVIEW, "whether the early buying, so prevalent in neckwear and kindred lines, is the best policy. Fashion rules a department like this to an extent greater than perhaps any other, and to get the latest ideas abroad you should go late to the foreign market. New styles in neckwear 'go' quickly, and it is worth while to have them."

A shipment of Venetian worsteds, at special prices, is reported by Wyld, Grasett & Darling.

## NEW NECKWEAR.

Character, style and finish are the virtues possessed in these few styles of bows, the production of the Niagara Neckwear Co., Ltd., (D. S. Co.) They make an unlimited variety of styles, but these are leaders to retail at 25c.; attachments the best that do not pull off, and extra length bands. Bows no doubt will be very popular this season.



NIAGARA NECKWEAR CO.

## THE PRICE OF COTTONS.

From enquiries in this market, and the general trend of cotton prices abroad, it does not appear probable that lower prices are to be expected this season. Some of the wholesale trade aver, however, that retailers are being told that there is a chance of a break later on, and that buying now is not advisable. "This is incorrect," said one house to THE REVIEW, "because, as you know yourself, there is no sign of lower prices in this market, and it is poor policy to say so."