



THE NIAGARA SCARF

*illustrated on the other side of
this sheet is the latest New
York novelty produced this season. Its merits should
appeal to every dealer and wearer of neckwear.*

The Advantages

which come to the dealer in handling the NIAGARA SCARF are many. For window dressing it is unequalled. With a few Niagara Scarfs properly manipulated, window effects of such style and originality result, as can be produced by no other means. The NIAGARA SCARF at once wins first place in the favor of the wearer, as its simplicity of construction and ease of adjustment allow him to become his own designer, and admit of him forming shapes which cannot be imitated in other scarfs, and yet the form can be changed at will without injury to the scarf. FLATS, RING SCARFS and ONCEOVERS are formed in exactly the same way as with any other.

Puffs,

of pleasing appearance are formed by taking the apron which naturally comes underneath when forming the onceover and simply bringing it on top of the other apron. In this way, narrow top, broad top, plain or pleated puffs may be formed.

The price is the same as other styles we make—\$3.50 and \$4.50 per dozen, and over 1,000 varieties of silks to select and be made from. A lithographed color plate accompanies each order.

Niagara Neckwear Co.

LIMITED

.. Makers ..

NIAGARA FALLS.