

tailors is entirely unknown to the trade and has no rating in either Dun or Bradstreet's. The goods themselves are worthless, dear at any price.

Both the buildings in which these fly-by-night sales are being conducted are for rent, evidence that they are mere circus side shows, ready to pull up stakes and be gone on a day's notice.

Such sales as these where cheap, trashy goods are exploited as fine apparel and as being sold at great reductions in price can only catch the unwary and foolish purchasers, but at the same time they are an injury to the local dealers and to the trade at large.

They draw a certain amount of trade from established dealers, who help to support the city and who should be protected by its government. They make buyers dissatisfied with honest prices and by selling them poor, worthless goods, render them suspicious of the stock of honest dealers. Laws similar to those in force in many country towns for the protection of its local dealers would not be out of place in Chicago or any large city where these vampires prey on the trade of the established legitimate dealer. If some of our aldermen want to do the dealers of Chicago a real benefit let them turn their attention to these fraud fire and bankrupt sales.

MEN'S FURNISHINGS.

The Quibbler in the Clothier and Furnisher says: Red, Red, Red! Red here, red there, red everywhere. Red is the rage in fine neckwear. The ruddiest reddest reds are worn by some of the dressy men, that by a subjugation of every other detail of attire, seek to quell the blazonry of this single gleam of texture. Conservative dressers that swerved from the duller tints—the forerunner of the cardinal—are now reconciled to these as being moderate enough to accept in the light of the flame fancies that have latterly burned in the show windows in combative menace to saddish November to come in and be knocked out of time. The most advanced happening in the neckwear realm of late is the

manifest betterment of the made up puff or flat scarf. Recognizing the premiership of the self-tied example as final and absolute, the makers have striven primarily—and to the exclusion of whilom prettiness—to follow closely the form of the tied de Joinville. That this has been achieved is verified in the soft natural impression of the "lay" of the fabric when worn bereft, as it is, utterly of the upholstered mechanical suggestiveness of days gone by. This is indeed the most profound obeisance yet rendered to the self-tied edict. The very latest wrinkle of the self-tied devotee has almost a tinge of obtrusiveness, for he reverses one apron of the de Joinville so that you may see where it has been folded, and precluding any doubt as to its character. The linen collar of evening dress continues the straight up effect, the points at the greatest eminence, where they almost meet, and rising gradually from the back. The gravat of evening dress is of white lawn, one inch wide, without stitching or embroidery, or any adventition of a like character that may be avoided. The full-dress shirt has a wide, plain bosom, with which are worn three white pearl studs or buttoned over three small sewed-on, old fashioned, small pearl buttons, the latter the more distingue. The gloves of full dress are of delicate pearl, undressed, and with white or self narrow cording upon the backs. The handkerchief of full dress is of fine white linen, with narrow hemstitch border. The muffler of full dress is of some solid, deep color, and is in the form of an enlarged handkerchief, to be folded to a width from four to five inches, placed about the neck under the swallow-tail collar, and folded across the waistcoat opening. There is a widening of the range of walking gloves, and the difference in weight suggests that the fashionable man should have two pair in his repertoire. For the morning call or afternoon tea there is a lighter weight in lighter shades of tan, that should be, moreover, snug-fitting, and for the "constitutional" morning and afternoon stroll and general wear, heavy, loose-fitting "makes," both in light and dark tan shades. The heavy undressed kids, in gray and snuff-color, are perhaps the desirable walking gloves. The back decoration is slight, being a narrow raised cording.

J.B. McLEAN, PRES.

HUGH C. McLEAN

SECRETARIES

The J.B. McLean Publishing Co.

TRADE JOURNAL PUBLISHERS

FINE MAGAZINE

PRINTERS.

TORONTO

ONT.

PUBLICATIONS

HARDWARE

THE CANADIAN (REVIEW)

BOOKS OF THE MONTH

THE DRY GOODS REVIEW

ETC., ETC.

ALL ORDERS
PAID BY
ALBANY
CITY
PAYABLE



READER
OF THE
DAILY
MILWAUKEE

WHEN ADVERTISING IN A PAPER WITH CIRCULATION

THE ADVERTISER SHOULD BE AWARE

THAT THE MOST EFFECTIVE METHOD OF

REACHING THE READER IS BY

PLACING THE ADVERTISEMENT IN THE

ADVERTISING SECTION OF THE PAPER