

## "The English Shop"



Announces  
the Advance Showing  
of  
**Fine English and French**  
**Shirtings**  
for  
the Spring Season

**SHIRTS** individually tailored from  
the newest and most correct fab-  
rics from abroad—with distinctive  
features and monograms if desired.

Prices:  
6.50 to 10.00

*Stanley Besmuth*  
Tailors and Shirtmakers

98 and 100 West King Street  
Toronto

## Wise Men Read Mayfair

*They get sound advice as to what  
to wear themselves.*

*They get useful pointers as to  
what women will want to wear  
next season.*

*They are acquainted with friend-  
ly gossip essential to them if  
they are to be well informed on  
matters other than business.*

*Are you wise—habitually?*



Mr. J. A. Wilson, of Ottawa, Controller of Civil Aviation for Canada, keenly enjoys the ice at Their Excellencies' skating party

## LONDON FASHIONS FOR MEN

*Continued from page 37*

beetroot and reseda—both of which had hand-embroidered clox in matching silk. There is this about the Englishman—he has an inherent taste for appreciating quality. It pays in the long run—not only because of the service it gives, but because of that *je ne sais quoi* that distinguishes quality from quantity.

It is the cultivation of this flair for quality which ranks the Londoner as the best dressed man in the world. He would consider it just as lowering to his self-respect to wear inferior clothes as to disgrace his ancestral home with cheap silver. The noted librarian of Windsor Castle once remarked to me that "Self-respect and respect for others" is the foundation of good manners. This might well apply to clothes also. Younger countries, more preoccupied with staking their claims to success, are finding that *it pays to be well dressed*.

Just a word on neckwear for this spring and summer. Designs are neater and more clearcut than has been the

case for a considerable time. The definite motif of two or three colors only, will prevail in preference to a conglomeration of colors. Brick and nasturtium shades can be counted on at short odds and while blues—especially Cobalt—are marked for place, almond-green is also in the running. Paisley designs are in good taste too, but stripes are out—except for regimental ties. Circles and spotted patterns have supplanted them.

Beetroot—a shade on which I gave you a tip last year—is so well established now that it has developed past the tie and sock stage to be further featured in pullovers and pyjamas. In fact, pyjamas are more colorful than ever before. This spring sees them in a galaxy of color and design which is revolutionary in the orthodoxy of sedate Bond Street. The windows of the best outfitters here seem to be walking in their sleep! And apropos of walking, sticks are smartest in malacca with plaited leather handle.

## MAYFAIR'S VICTORIA LETTER

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waters, has a rest from its labors. Although these well-known writers are ardent Americans, they are sending their daughter to Miss Gildea's school at Shawangan Lake, which is one of the reasons for their sojourn here.

Mrs. John Nairn has returned from a three months trip abroad and has taken *Wilmot House* for the winter. Major and Mrs. Colquhoun are back from England and M. and Madame Halet are here from the World Conference of Engineers at Tokio and are making an extended visit to M. and Madame Georges Halet, while Mr. Thomas Core and his daughter, Marie, are up from Mexico City to spend the winter.

After an absence of twelve years, Mr. and Mrs. K. C. Fox have returned to make their home, here. The interval has been filled for them with many and varied experiences, not the least sensa-

tional of which was their stay at Fanning Island during the War. They were only just able to get away before the place was attacked by the outlaw German warship, the *Emsden*. From there they went to Norfolk Island and while there twins were born to them. The only nurses they could procure were native women who could not be dissuaded at first from the belief that these little white babies were gods, and that they should be paid homage. All sorts of offerings were brought them by the Fijians, and it was a long time before they could be made to realize that the infants were ordinary little creatures requiring only the ordinary food and care. Mrs. Cox was one of the three Christie sisters who lived in Victoria throughout their girlhood and had hosts of friends here who are delighted to welcome Mrs. Cox and her husband.