

**JUBILEE GOODS IN THE WAREHOUSE.**

**J**UNE is the month for Jubilee materials and articles of various kinds, but it is more than probable that retail sales will extend into the weeks that actually follow the London celebrations and the various demonstrations in Canada.

To the retailer we would say push them from now on, because chances of selling are better earlier than later. The week that precedes the official celebrations, that is from Monday, June 14, to Saturday, June 19, should be utilized in the advertisements in local papers. If you have a collection, however small, of Jubilee goods, try and get them together, invite customers to come and inspect.

In going through the wholesale warehouses one notices many lines of goods specially prepared for this trade, as the following notes indicate:

John Macdonald & Co. are showing a variety of articles such as Jubilee jewelry in stick pins, brooches, belt buckles, enameled belt buckles, leather and elastic belts and elastic beltings. One of the finest assortments of national flags was seen in this warehouse. They state that they have done an enormous trade for the 24th of May and Jubilee celebrations, that they are still receiving orders for Jubilee day, and that they intend keeping their stock fully assorted for Dominion Day celebration. They have a beautiful circular of all the national flags, showing the different colorings and designs of those they have in stock, which makes a beautiful picture for an office or store, and will forward one of them with price list enclosed to anyone in the trade.

P. Garneau, Fils & Cie., of Quebec, have stocked a line of Jubilee art muslins, a correct thing for the month of June.

James Johnston & Co., in addition to an assortment of all the latest designs in Jubilee flags, handkerchiefs and bunting, have a

full line of staple flags in Dominion, Union Jack, Red Ensign, French and United States. They show special Jubilee designs in prints, art muslins, ladies' shirt waists, belts, fancy pins and brooches. Also a line of tricolor ribbons.

The Gault Bros. Co., Ltd., are showing some novelties in ladies' belts, buckles, brooches, etc.; very attractive and salable goods.

S. Greenshields, Son & Co. have Jubilee brooches to retail at 1 to 25c. in novel ideas. The designs are confined to them. They have also Jubilee, British and Canadian flags in all sizes to retail from 5 to 25c. each.

W. R. Brock & Co. are showing three widths of red, white and blue Jubilee ribbons that are selling rapidly. This firm's assortment of Jubilee flags, cotton bunting, Jubilee art draperies, commemorative handkerchiefs in silk and cotton is still large and very attractive. Sample dozens of all lines may be obtained. The goods can be retailed from 5c. to 25c. each, and are within the reach of all, as the head of the department said, "who have a speck of loyalty in them." The special Diamond Jubilee flags—St. George and the Dragon, Britannia, etc.—are well adapted to the coming outbursts of loyalty and enthusiasm.

**A GOOD UMBRELLA.**

W. R. Brock & Co. are offering a special umbrella to retail at \$1; durable cloth, paragon frame, silver mounted crook handles. The number is R27.

Matthews, Towels & Co. are showing a number of novelties in men's neckwear. A fine line of English hand-sewn braces is another of this firm's specialties.

# MR. BUYER

We invite your inspection of our make of Jackets and Capes for Fall. They are—

Perfect in their fit.

Faultless in their finish.

Front rank in their style.

Produced from attractive materials.

IF YOU'VE NEVER HANDLED THEM

# PLEASE THINK IT OVER

**JOHN NORTHWAY & SON, 64 Bay St., TORONTO.**