

Alexis Ed. Levesque and Victorine Bonneville have formed a partnership under the style of Levesque & Co., and intend to sell fancy goods and toys in Montreal.

Miss Pugh, who has had a Berlin wool store in Orangeville, has sold out to Mrs. McGuire.

Herbert Capewell, whom we mentioned in our last as having a wholesale establishment and two retail places, and as having failed within six months after starting, has compromised at 40 cents on the dollar, a much higher figure than was at first expected to be realized for the creditors.

While there have been failures among the fancy goods dealers and stationers this month, they have not equalled either in number or importance the suspensions reported in the jewelry trade. Were it not for their sales of watches and silverware, and the repairs consequent upon their use, jewelers would find it hard to make a living just now. Jewelry which used to be worn so profusely a few years ago is at present decidedly unpopular and seems to be reduced to small tasty articles. There can be no doubt but that this reverse in feeling is due principally to the cheap showy imitations that have been brought out during the last decade, and so long as the sterling patterns continue to be imitated in base metals it can scarcely be expected that genuine jewelry will be worn by those who really set the fashions. But it is an ill-wind that blows no one good, and while jewelry is not regarded as desirable, fancy goodsmen must, to a great extent, be benefited more especially by the sale of expensive gifts for birthdays, weddings, etc. A chat with some of the wholesale houses has convinced us of this truth, for they tell us that expensive goods are selling this year better than ever before.

Mr. Sam Wilson, the genial traveller for the Zylonite Co., paid our sanctum a visit last week. As usual, he was in the best of spirits, and reports larger sales than ever in the Western States.

Mr. H. H. Fudger has returned from his European trip looking as well as ever. The announcement of the firm will let the trade know the result of his purchases.

**J. S. RUSSELL,**

IMPORTER OF

**FINE FANCY  
GOODS**

All the Newest Lines in

**PLUSH, BRASS AND LEATHER NOVELTIES.**

Walking Sticks of Every Description.

Gold, Silver and Steel Laces, Fringes, etc., for Regalia and Dress Trimmings.

Natural Indian Goods, Moccasins, Snowshoes, Toboggans, etc.

110 BAY ST., TORONTO.

Season 1889.

THE

**GOLD MEDAL  
XMAS CARDS**

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**HILDESHEIMER & FAULKNER**

London, Eng.

**THE TORONTO NEWS COMPANY**

Sole Agents for Canada.

**F**IVE years ago when we introduced these cards into Canada THEY AT ONCE TOOK A FIRST PLACE and have continued to hold it ever since, and against the very best productions of other publishers. Wherever compared with other lines their excellence and superiority were promptly recognized. Last year, in particular, orders came in far beyond our ability to fill, and we had to disappoint many of our customers. This year we have placed ourselves in a position that will enable us to fill fully and promptly all orders we may receive. In place of describing the goods, a most difficult thing to do to be of any practical use in ordering (and as previously intimated we will not show unfinished samples this year), we have arranged when the entire line is finished and complete—early in July—to make up sample lots at \$10, \$15 and \$20 each, representing the entire line, which will be sent on approval. This plan, we feel sure, will meet with the support of our customers; would therefore solicit your order for one of the sample lots, which, on prompt examination, not meeting with your fullest approval, may be returned at our expense. If kept, will be payable on January, 1890.

**THE TORONTO NEWS COMPANY,**

42 Yonge St., Toronto.

TORONTO, June 1st, 1889.

**JULIAN SALE**

**AND COMPANY,**

MANUFACTURERS OF

**Fancy Leather Goods**

**TORONTO.**

**POCKET BOOKS,**

**PURSES,**

**LADIES' SATCHELS,**

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**CARD CASES,**

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**etc., etc.**

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**20½ Front St. East.**

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