

great demand was for cheap books of a good class. The volume of business larger than last year.

HENRY HUTCHISON, *Rowell & Hutchison*.—Business very good; increase over last year. Cards fair sale, but many bought choice small books as substitutes. Glad to find the change, think it is for the better.

F. QUA, *F. Qua & Co.*, (Marshall's old stand).—Business very good in all lines. Had a large lot of good toys which met with ready sale.

W. WILLIAMSON, *Williamson & Co.*—A decided increase on former years. A superior class of books sold, particularly standard authors in fine bindings. Cards had a good sale.

DONALD BAIN, *James Bain & Son*.—Good, better, best. Large sales of fairly good books; cards and annuals all gone.

D. O. ELLIS, *McAinsh & Ellis*.—Very busy all the time from middle of November. Sales all along very satisfactory. Small art books, particularly juveniles in demand. Cards all sold out.

M. SHEWAN, JR.—Very good business; exceeded expectations. Novelties had good sale; in fact all lines. Cards very good sale.

R. MCKAY.—Did a good business; improvement on last year. Albums and cards the leading lines. The best cards sold best.

#### YONGE STREET.

Pretty well up Yonge street ALEX. BROWN and J. S. PLASKETT, near enough each other to be good friends, not too near to spat, give almost identical reports as to good trade; cards pretty well sold out; a demand for a rather better class of goods.

E. POTTS, *Fancy Goods*.—Large business in nearly all lines; better than last year. Cards, particularly of our make sold very well. Plush goods and glassware in great demand. Pictures slow sale.

Not quite so far up is T. K. HENDERSON, whose trade the day before Christmas was very good—other days indifferent.

JAMES DOBSON.—Business managed by Miss Dobson; you can see woman's tidiness in the well-ordered store. Cards sold very well; very few left. A good demand for presentation books, particularly in poets. Fancy goods had a good sale. English illustrated papers sold well. On the whole a satisfactory result, quite as good a business as last year.

As postmaster in North Toronto he reports an immense number of cards sent through the mail.

SAMUEL WALLACE.—Had better trade than last year; cards sold well. New art books at about one dollar had a ready sale. Fancy goods in fair demand.

#### QUEEN STREET, WEST.

JOSEPH COOEY, *W. Cheshire & Co.*—Trade very good; much better than last year. Cards larger sale than last year; had better assortment. Better class of presents bought, particularly in plush goods. Improvement in class of goods bought every year.

E. CLARE.—A larger business than last year. All classes of Christmas goods sold well, cards better than expected; agrees with Cheshire & Co. that better goods are in demand.

Claims that the west end can give as good goods and as reasonable as down town, hence the marked improvement.

A. JONES.—Cards of good quality sold better, poor sale for inferior. Business as good if not better than last year. 11th January still selling children's books. Plush goods sold well.

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#### OTHER PLACES HEARD FROM.

ALEX. SCOTT, *Barrie*.—Business very fair during December, hardly up to last year. This we can account for by the short crops and low prices. The demand for Xmas cards is gradually decreasing. January has opened out very encouraging, business having been very good during the past week.

McMULLEN & Co., *Brockville*.—There was a considerable falling off from last year, especially in dry goods and groceries. The same state of things prevailed as regards books and fancy goods, owing mainly to fixed sales by auction on the part of one firm, that of F. L. Kincaid, who is retiring from business. Owing to the facts, however, that our stock was an exceptionally large and well-selected one and fully met the wants of customers, and a liberal use of printers' ink, our sales were very good and quite up to the best average of former years. Our sale of Christmas cards was large, and books of moderate prices, work boxes, writing desks, pocket books, purses, and other staple lines in stationers' fancy wares sold well and very equally all round. Our stock in all these departments has been well and satisfactorily reduced.

R. H. ROTHWELL, *Brantford*.—Our card sales for December were far ahead of last year. In good Xmas cards, ranging in price from \$1.50 to \$5 the sale was small and not up to the last two years. It appears to be going back to the cheap card trade.

In fancy goods such as plush goods, photograph albums, scrap albums and the annuals, our sales were large, in Bibles and miscellaneous books, poets, etc., the sale was not good.

CHRIS. DICKSON, *Clinton*.—The Christmas trade of 1886 was the best I ever had. Christmas and New Year's cards sold well; better than last year. This year I bought large lines of American novelties and fancy goods and did well with them.

E. S. BROWN, *Collingwood*.—Our Christmas trade this season has on the whole been better than we have ever had, although expensive goods move very slowly, medium priced goods forming the main volume of Christmas business.

J. K. CRANSTON, *Galt*.—My trade was for the whole month much better than last year. Xmas week was a rusher; I had to lock my shop doors during the afternoon and evening of Friday, the crowd got so great we could not do anything, so locked the doors and let people in by instalments. New Year's week was very fair, and ahead of last year. Xmas cards sold fairly well. The best people here did not buy cards this year. Small text books and fancy books sold well to the best class of customers; work boxes, desks, etc., sold well; plush goods slow, great demand for toys and fancy goods; books slower than usual, excepting annuals and toy books which sold well. Cheap albums up to \$5 sold well; Bibles we cleared