

city (London). Your correspondent's readable letters are not overloaded with charity at any rate, and did I care to examine Toronto in his spirit I fear I should find a good many black specks.

Yours truly, ERNEST.

MONTREAL, Dec. 6, 1886.

DEAR MR. EDITOR.—The Christmas season is once more upon us. Again we feel the clear, keen air of winter, which brings out so strikingly the peculiar beauties of the winter city of Canada, and which has caused her name to be associated far and wide with the varied sports and pleasures of our now famous carnivals.

Referring to Christmas cards, we would draw attention to the new lines produced by Mr. J. T. Henderson, who most certainly deserves credit for his yearly productions of Canadian Christmas cards, when other publishers, discouraged at the limited market, quietly retired. His present series consists of four pretty designs, suggestive of winter sports, engraved and illuminated in colours, well executed by Mr. Edwin Cox.

The Geo. Bishop Co. are also in the field with a line of Canadian cards entitled the "Gem" series.

A call at Messrs. Drysdale & Co.'s finds the head of the firm energetically at work as usual, and his report of business generally is very encouraging.

Messrs. Dawson have not yet made a full display for Christmas, but it will, we feel confident, sustain the high standing of the firm for carrying the best, and at popular prices.

UNIT.

OTTAWA, Dec. 6, 1886.

Editor of BOOKS AND NOTIONS,—

SIR,—This month, the most interesting and important one in the whole year to all those who have anything to sell which can by any means be twisted into the shape of a present, has begun here in a rather neutral manner, neither promising very well nor very ill to the anxious gaze of the merchant's eyes. The great question that agitates the business man's mind just now is the advertising one. How best to bring himself and his wares before the buying public is the problem that every merchant wishes to solve successfully, and toward the solution of which all make more or less pertinent efforts.

My own impression is that the daily newspaper is becoming more and more valueless as an advertising medium. Its advertising columns are growing so bulky, and the styles of advertising so hackneyed, that I think the vast mass of the newspaper reading public passes them over with increasing inattention and indifference.

Yours, &c., MERCHANT.

SIMCOE, Dec. 2, 1886.

DEAR SIR,—Business was fairly good during fall, but very quiet lately.

Our little town has brightened up a good deal this year. Plate glass and other improvements show a healthier state of trade, but I do not anticipate a boom this year. Prices of produce are too low. Wishing you the compliments of the season,

I am, yours truly, H. DOBSON.

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