

In passing, we think it well that you should become acquainted with what we have had to go through in connection with this matter. In the first place, the staff here had to paste on the title page and the order form (two operations). Secondly, they had to insert the red special offer slip, and an envelope; thirdly, the pamphlet had to be inserted in the envelope; fourthly, each packet had to be stamped "Butterworth & Co."; fifthly, a special number of "cancelled" stamps had to be procured in order to expedite the delivery of the packets. In the next place, as the Post Office decided it was too large a quantity for them to handle immediately, our staff here had to sort the packets into various postal districts, tie them up in special bundles, and make four journeys with the cart, to which we have already referred, to the C.P.R. mailing depot, where arrangements were made for them to be put on the respective trains. We may say that one of the clerks was so amazed by such a quantity of stuff being delivered to them at once that he has asked for a copy of the pamphlet in order to keep it as a memento.

We have not set out this information merely to shew you that we have had some trouble in connection with the matter here. We include it in this letter because it is an important fact to take into consideration in the future. The Post Office here is not equipped to handle expeditiously in any event large quantities of either circulars or advertising matter sent to them from one firm. This does not, of course, raise an insuperable barrier in the way of future advertising, but it does put upon the office here a good deal of the burden that is borne by the Post Office in every reasonable country. From our experience of the country it is better for matter to be posted in Winnipeg rather than in London; but when arranging advertising campaigns you must be good enough to take all the facts set out in this section of the letter into consideration. Unless we had actually been through the experience of the last week we should not have believed it possible that such an organization, going under the name of the Post Office, could have existed in any modern country.

Now that the *Book of the Laws of England* is on its way over the country, we feel that we have got rid of one of the most important of our early tasks. We expect, within a few days, to have quite a fair correspondence as a result of the prospectuses being sent out. As a matter of fact, we have had two or three enquiring callers at the office to-day. We have also received our first letter in connection with the matter. When we write our next letter we hope we shall be able to say we have secured our first batch of orders. Some time must elapse, however, before it is possible for letters to reach us from the profession, either in the east or the west. There is, apparently, no standardized time for the transit of letters from one place to another. In any event, however, at the end of next week our letter box should be busy.