

The B. C. Stationery and Printing Company are represented here by Mr. J. B. Ferguson, and had the misfortune to have their store destroyed by fire on the first of Sept., but will resume business in a few days, and doubtless to do a good trade, as they have done heretofore.

"CANADA ON THE PACIFIC."

LONDON, Sept. 7th, 1885.

DEAR SIR,—Your inquiry in reference to prospects for fall trade duly received. At present they appear to be very good, and we are in hopes that times are improving.

The extension of the C. P. R. into London has commenced, and the citizens seem to have a more joyous look on their faces, as they think of the improved state of things in the railroad line, and hope that it is only a forerunner of what is to come.

A petition has been circulated among the booksellers to be presented to the Board of Trade, asking them to take up the question of postage on parcels of papers, etc. It is hoped the trade will take united action in this matter and not be put off any longer.

In these days of first-class books for small prices, what is the matter with our Canadian publishers? Once in a few months we see a new novel published in one of the libraries, and such trash not fit to be shown to a reading customer; for instance, "Canadian Highwaymen," "Detective Stories," etc.

It is to be hoped that some wide awake publisher will take hold of this and publish something fit to sell. There are plenty of American novels, I should think from the demand for them, would pay to publish in Canada; so wake up some of your Toronto men.

E. A. Taylor has removed to 180 Dundas St., where he intends to open up a beautiful store.

School books are booming. The new High School reader is in demand. If the publisher can make money on it at 45 cts. net, what a fortune there must be in the Fourth at 40 cts. net. 25 per cent. smaller and larger number sold. Yours, &c.,

FOREST CITY.

From letter of B. H. Rothwell, Brantford, we extract:—"The crops in Brant county this year are a good average and the prospects are that we will have a splendid fall and winter business. Our school opens next Monday and the prospect for a large attendance at our Collegiate Institute is good, and by the way we have one of the best in Canada."

R. O. Smith, Mitchell, writes:—"I have discontinued giving discounts to teachers and find no trouble or loss of trade in doing so. All the western towns are gradually falling into line; if they will only pull together and have a little back-bone in them, they will have no trouble."

GALT, Aug. 31, 1886.

Trade in school books opened this week with a rush. Our High school is well attended. Pupils all get supplies and books from the booksellers of the town, which helps the trade here. Our new Post-office is nearly completed, and is one of the finest in Ontario.

J. K. C.

BROWN BROS.,

Are receiving daily large shipments of

NEW GOODS,

Suitable for the

STATIONERY TRADE.

Every Department Fully Assorted.

Also on hand full Lines of our own Manufacture of

ACCOUNT BOOKS,

LEATHER GOODS, WALLETs,

LADIES' SATCHELS, &c.

BEST VALUE IN QUALITY & PRICES.

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