

London Bookstore

Hatifax Jan<sup>y</sup>. 10<sup>th</sup> 1856.

Messrs James Dawson & Son.  
Pictou.

Dear Sirs,

Your esteemed favour  
of the 7<sup>th</sup> Inst. was duly received.

In answer to your inquiry respecting -  
supplying you with periodicals, we beg to  
say, we will feel pleasure in doing so on the  
most reasonable terms. For the last year  
we have endeavoured to import Capelle's paper  
in weekly nos, & by every steamer - one of our  
reasons for procuring the weekly nos. was,  
the convenience of transmitting it in  
that form by mail to various parts of  
the province, In this effort we have been  
subjected to a variety of annoying disapp-  
ointments, sometimes the parcel was too  
late to go by the steamer intended - or  
another time it was carried on to  
Boston, as was done with the steamer

BRITISH NEWSPAPER

The London Book Store - 21 Grenville St. - Halifax

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"Canada" that arrived here on Tuesday last. These disagreeable mistakes are out of our power of remedying - and are detailed here in order, that, if you conclude on procuring your supplies of periodicals through us you would not be surprised if, occasionally, they were not received at the time expected.

Respecting the prices - we will furnish Capell's paper in weekly No<sup>s</sup> for 1/2 a doz or Monthly parts (of 4 No<sup>s</sup>) 5/- a doz - or when the part contains 5 - No<sup>s</sup> 6/- a doz Cy. - providing you agree to bear your proportion of the expenses of importation -

You are no doubt aware that freight at present is very high with the Steamers, but we hope it will soon be reduced

# BRITISH NEWSPAPERS.


—AGENCY—

The London Book Store — 21 Granville St.— Halifax.

The (London) ILLUSTRATED TIMES, 20s. a year, *in advance.*

“ “ PICTURE TIMES, 20s. a year “

“ “ NEWS OF THE WORLD, 20s. a year, “

 ANY TWO of these Newspapers to one address, for 35s. per annum.

Cassell's ILLUSTRATED FAMILY PAPER only 6s. 3d. a year! *in advance.*




Any one of the above named Newspapers and Cassell's Paper for 25s. a year.

The ILLUSTRATED TIMES although so very cheap is second to no other newspaper. Since its commencement, last June, its subscription list exceeds any of its contemporaries.

The PICTURE TIMES is a superbly illustrated newspaper, commenced last July.


Cassell's ILLUSTRATED FAMILY PAPER is the cheapest in existence. The illustrations are equal to those that appear in any illustrated publication. The Reading matter is contributed by some of the best writers of the day.

 These papers will be sent to any part of the Province free of extra expense.

The ILLUSTRATED LONDON NEWS, and any paper or Magazine published in Great Britain can be ordered at the London Bookstore.

**\* \* Subscriptions received for Six or Three Months, at same rates,—Cassell's Paper excepted.**

TO AGENTS.—ANY ONE procuring Six Subscribers for ANY of these papers will receive a seventh copy FOR A YEAR GRATIS.

 The “Illustrated Times,” or the “Picture Times,” will be supplied for 15s. a year when taken in monthly parts, stitched in a neat cover.

**GRAHAM & SON.**

Eding you agree to bear your proportion

London Bookstore  
Halifax - January - 15<sup>th</sup> - 1855.

Messrs James Dawson & Son.  
Pictou -  
Gentlemen.

Your esteemed favour  
of the 12<sup>th</sup> Inst. covering five pounds,  
(£5.00) was received to-day.

You mistake in thinking we advertise  
in our circulars, that we will forward  
monthly parts, of any of the papers, - by  
coach, or otherwise, free of expense -  
The paragraph says - "These papers" - not,  
monthly parts - "will be sent to any part of  
the province free of extra expense".

The papers pass free through the mail -  
but when stitched in a cover - (four or five  
nos) that forms a book, which would be  
taxed 1/2<sup>d</sup> an oz p. mail. - We therefore  
cannot undertake to forward the monthly

parts & pay the cost of transit.

In our note of the 10<sup>th</sup> single copies of the papers were recommended, on account of the convenience of sending them by mail free of charge - Besides they cost less - Thus each subscriber to Capelli's paper for single nos would cost you little over 4/-  $\frac{1}{2}$  whereas to supply the monthly parts would cost, say, 8 p<sup>ts</sup> of 4 nos @ 5<sup>4</sup> = 3/4 & 4 p<sup>ts</sup> of 5 nos @ 6<sup>4</sup> = 2/- or 5/4 besides the cost of freight from here.

We shall order the monthly parts from London according to your instructions, & you can, if you think fit, alter the order, for the weekly nos, on next occasion - We presume you <sup>mean</sup> the papers published in Jan'y - (which are

made up in monthly parts at end  
of the month) when you order the  
monthly part for July.

The "Illustrated Times" we receive by mail,  
& have it, as certain as the steamer arrives,  
in about half an hour after she touches  
the wharf. If you would be induced  
to order a few copies of this paper, you  
could not but be pleased with its reput-  
arity of arrival - we offered it to you  
at  $3\frac{1}{2}d$  a copy, some parties here sell  
it for  $6d$  &  $7\frac{1}{2}d$  - With thanks for the  
Cash sent we are -

Gentlemen -

Yours Truly, -

Graham Son.

