

The Canada Bookseller.

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TORONTO, MARCH, 1870.

May be had
OF ALL BOOKSELLERS
In the Dominion.

PROSPECTUS.

THE extent and growing importance of the Book Trade in Canada seem to warrant the publication of a serial in the interest of that Trade; and, when to this is added the requirements of Book-buyers in search of Books, and, as is the case in most of our country towns, having but little access to Reviews or Literary Journals, the necessity for such a periodical becomes more apparent. Indeed, in such a field, and with such a reading constituency as the country can boast of, it is in no little degree surprising that some sort of Trade Circular or Literary Bulletin has not, ere this, been established. We now, however, presume to supply this deficiency, and it will be the purpose of the Canada Bookseller at least quarterly, and before long, it is hoped, monthly, to represent the interest of the Booksellers of the country, by placing at their service a serial which will be a medium of inter-communication between Publisher and Dealer, and also be of service as between Book-seller and Book-buyer. Designed for a two-fold purpose, the culture and advancement of the Trade, and in spreading intelligence of the operations of the Publishers, it will be important alike as a means of communicating announcements to the Trade and in placing readers generally *au courant* with the publications of the Press and the gossip of the Literary circles, both of the Old World and the New.

The BOOKSELLER will contain a summary of all the important works

and new editions published in Britain, the United States and at home, lists of American reprints of English and Foreign books issued during the quarter. It will also contain concise articles of interest to the Trade, short Book-notices, announcements of the Press, a resumé of the Literary gossip of the day, jottings of the Stationery market and such advertisements from the Publishing Houses as may be secured. The Book lists will be classified in subjects, with full titles of the works, size, &c., the Publisher's name and the price of the work quoted in our own currency, whether English or American.

It is intended further that the Book-seller shall be of service in bringing more into notice the occasional issues of our native press—in educational, professional and general works; and in disseminating an acquaintance with the productions of our Home Houses throughout the various Provinces, and in welding together by professional or trade links, the interests of the thickly scattered members of an important branch of Trade in the Dominion.

Unconsciously in this latter respect, much commendable service may be done by a Trade organ such as we now launch, circulating periodically among the Booksellers and Dealers in the country. However this may be, as a Trade necessity, and as a medium of furnishing and extending among the people a more intimate acquaintance with the bibliography of the literature of the day, the establishment of the Canada Bookseller, it is hoped, will be found of service.