

The Canadian Bookman

and its relation to

Canadian Booksellers

- Q The Canadian Bookman has, as its object, the publication of interesting gossip about books for the entertainment and instruction of Booksellers, Book Lovers, Book Buyers and Book Collectors. It will deal primarily with Canadian books, but will not limit its attention solely to these. It will tell about all the interesting books of the day, treating them from the news standpoint and not the literary or critical.
- Q The Canadian Bookman will prove a useful assistant salesman to the Bookseller. It is included in each copy of the Bookseller and Stationer, for the benefit of the trade, but it is also issued separately and may be obtained in quantity by booksellers at a low price, for distribution among, or sale to their customers.
- Q The records of Canadiana contained in The Canadian Bookman are valuable. There is no other publication in Canada which covers this field so thoroughly. Booksellers by bringing the paper to the attention of school and public libraries and collectors of Canadiana, will be able to develop new business for themselves.
- Q For the present year The Canadian Bookman will be issued to the public at the low figure of 50 cents per year.

The **MacLean Publishing Co.** Limited
Montreal Toronto Winnipeg