

Opinions and Endorsements of the Trade.

SUGGESTIONS TO PUBLISHERS.

We are in receipt of letters and requests from several quarters, coinciding entirely with our own views on the subject, as to a needed improvement in the second issue of the "Uniform Trade List Annual." We quote the following:

MESSRS. WILSON, HINKLE & CO., Cincinnati, O., write: We will be glad to do all in our power to make the ANNUAL for 1874 even more successful than the present one. Allow us to suggest that the present one came out *too late* in the season. All publishers could with a little effort print their lists on July 1st, then the ANNUAL could be in the dealer's hands by August 1st, just in time for the heavy Fall school book trade.

MESSRS. WILSON, HINKLE & CO. also ask that we "make it strictly a *price list* of books, not a *descriptive price list*. We find on looking over the ANNUAL that above 500 pages are taken up with descriptive lists, which should have been condensed into one-fifth the space. Can you not remedy this in future?"

MESSRS. COLLINS & BRO., New York, write that THE TRADE LIST ANNUAL would be much more convenient if the publishers contributing would understand that *trade lists* and not catalogues are wanted. The volume is made cumbersome and unwieldy by the addition of a vast amount of superfluous matter—repetitions, illustrations, press notices, etc.—that have no excuse for appearance in such a place. If the publishers would give such lists as Ivison's or Butler's in the ANNUAL for 1873, the volume would be reduced to one-tenth its present size; should such extreme brevity be considered undesirable, Harper's list might be taken as a model; it is admirable for its arrangement and for its intelligent condensation of the requisite information.

MESSRS. PORTER & COATES, Philadelphia, write: We shall certainly contribute our list to the ANNUAL. We believe it to be a most important enterprise and valuable alike to the publisher and the bookseller. We have a number of copies in constant use in our retail department and consider them indispensable. In this connection permit us to suggest that contributing publishers be prevented from bloating their lists with advertisements, cuts, long descriptions, etc. It not only makes the volume unnecessarily unwieldy, but very much lessens its usefulness, to say nothing of its good looks. We do not think any lists will be refused if this restriction is made.

COMMENDATIONS.

BANGOR, ME.—As a bookseller, I could not afford to be without one at any price.—CHAS. HIGHT, bookseller, stationer, etc.

BOSTON.—We find your ANNUAL the most useful work of reference we have ever had for general use in the trade, and will supply our list for your next issue. Put us down for 100 copies.—LEE & SHEPARD.

BOSTON.—We think so highly of your TRADE LIST ANNUAL, that we should consider it a mistake on our part if we failed to have our list in your next issue.—NICHOLS & HALL, publishers, booksellers, and stationers.

BOSTON, MASS.—Your uniform TRADE LIST ANNUAL for 1873 amply fulfills the promises you made for it, and proves the wisdom of your plan in preparing it. For booksellers it is so convenient that they must regard it as virtually indispensable; and publishers cannot fail to appreciate the advantage of having all their books catalogued in a volume which every seeker of book information will surely consult.—JAMES R. OSGOOD & CO., publishers.

BOSTON.—I herewith enclose the only sum which I will consent to pay, being in my judgment the very least the UNIFORM TRADE LIST ANNUAL is worth, to wit: Two dollars and a half per vol. or in all five dollars, for which I hand you check.—FRED B. PERKINS, business manager of *Old and New*.

BURLINGTON, IOWA.—I consider it of as much value to a bookseller as a counter in his store to display his books upon.—WESLEY JONES, bookseller and stationer.

CADIZ, OHIO.—I have found the ANNUAL of last year of very great advantage to me and do not know how the Trade can get along without it; I hope the ANNUAL for 1874 and '75 will be well represented by *stationers* and *manufacturers* of miscellaneous goods handled by the book trade.—N. A. HANNA, bookseller, stationer, and news-dealer.

CAZENOVIA, NEW YORK.—It has proved a valuable advertisement for me—to say nothing of its conveniences. I have given it a prominent place on my counter, and *sold many books from its chance perusal*.—W. W. WATKINS, bookseller and stationer.

CHICAGO.—We want fifteen copies of the ANNUAL; we have found them of great service last year and don't want to be without them in future.—HADLEY BROS., booksellers and stationers.

CHICAGO, ILL.—The ANNUAL will prove an indispensable requisite to *all* booksellers.—W. B. KERN, COOKE & CO., booksellers, stationers, and jobbers.

CINCINNATI, O.—The TRADE LIST ANNUAL issued by you in 1873 we found of the greatest advantage to us, *saving both time and labor*. Ten copies are in use in the different departments of our business, and besides these we furnished a number of copies to other dealers. We hope a large edition for 1874 will be demanded.—GEO. E. STEVENS & CO., stationers, booksellers, and publishers.

CINCINNATI, O.—We have just finished something very like swearing, at not finding a certain Boston firm in the ANNUAL.—WILSON, HINKLE & CO., educational publishers.

CLARKSVILLE, TENN.—The ANNUAL for 1873 has been invaluable to us, and we expect even more service from your proposed one.—OWEN & MOORE, booksellers and druggists.

CLEVELAND, O.—The ANNUAL is just what I wanted, and am greatly pleased with it.—COBB, ANDREWS & CO., wholesale booksellers, stationers, and blank book mfrs.

COLUMBUS, O.—A plank in our constitution recommends the publication of *valuable helps* for the book trade. I rejoice to know you had anticipated the needs of the trade and have given them your UNIFORM TRADE LIST ANNUAL, which I beg to say is invaluable to the trade.—ISSAC C. ASTON, of Randall & Aston, President American Book Trade Union.

DAYTON, O.—It will be a valuable aid to the trade. It is a matter of no little difficulty to keep ourselves supplied with the current lists of the publishers. We wish in this connection to express our obligations to you for the efforts you make to promote the interests of the book trade.—JOHN H. THOMAS & CO., dealers in books, stationery and pictures.

DELAWARE, O.—We could in no way afford to do without so valuable a work.—T. C. O'KANE & CO., booksellers, stationers, and dealers in pictures, wall paper, etc.

FARMINGTON, ME.—Your ANNUAL was a great need; I have the only one in this county, and almost daily some lawyer, doctor, teacher, or clergyman wishes to refer to it and almost always finds what they are looking for.—J. M. DAVIS, bookseller, stationer, and dealer in fancy goods, etc.

GRIFFIN, GA.—We trust that your enterprise, which is really a charity to the retail trade, may receive the greatest encouragement.—H. T. BRAUNER & SON, booksellers, stationers and music dealers.

HARRISBURG, PA.—The last ANNUAL has been a constant help.—E. S. GERMAN, Bible, theological, and Sunday-school book depository.

INDIANAPOLIS, IND.—We desire at this eleventh hour to express our thanks for the TRADE ANNUAL. *It is a "big thing."* Hope you may see your way to something similar in the *stationery line*. Count us in if you do.—CATHCART & CLELAND, booksellers and stationers.

JACKSON, MISS.—We would not take *ten times its cost* for it.—EYRICH & Co., booksellers and stationers.

JACKSONVILLE, ILL.—We could not get along without it.—W. CATLIN & Co., booksellers and stationers.

KANSAS CITY, MO.—We wish both the ANNUAL and the WEEKLY unbounded success. They are valuable and indispensable to every live and intelligent bookseller.—J. R. WHITTEMORE & SONS, booksellers and stationers.

KNOXVILLE, TENN.—It is precisely what we need as it saves much trouble in collecting the thousand-and-one "Cats." of as many publishers.—WILLIAMS, STORGES & Co., wholesale booksellers and stationers, dealers in musical instruments, wall paper, etc.

LEXINGTON, KY.—We are very much pleased with the one issued last year, and incomplete as it is, it has saved us hours of probably unsuccessful searching through single catalogues for books which we have found in the UNIFORM TRADE LIST ANNUAL in a few minutes. The additions you propose to make to the new one will make it almost invaluable to any bookseller who makes the least pretensions at keeping up with the times.—PURNELL, ATKINS & Co., booksellers, stationers and printers.

The Uniform Trade List Annual.

MADISON, Wis.—It does you great credit, and is worth to us ten times its cost: any publisher that has not his list in it is a slow man.—MOSELY & BRO., booksellers and music dealers.

MARIETTA, O.—I am so glad you are going to issue these uniform lists, that I feel as happy as a boy with his first jack-knife. I know my trade has suffered very much because there has been a lack of uniform lists.—C. E. GLINES, bookseller, stationer, and jobber.

MIDDLETOWN, N. Y.—Were your efforts in their behalf but estimated by the several publishers at their true value, and could they know of the universal desire on the part of dealers for just such information as your ANNUAL is designed to furnish, we are satisfied that you would meet with such a hearty co-operation on their part, that you would feel greatly encouraged in the prosecution of your present undertaking.—S. R. MORGAN & Co., booksellers and stationers.

MILWAUKEE, Wis.—Permit us to thank you as one of the "Trade" for the great service you are rendering us. It seems to us that all thinking men in the "Trade" must appreciate the great benefit already derived from your well directed efforts, and cannot fail to see that if you are properly sustained, complete success must be the result.—SRICKLAND & Co., dealers in books, stationery, fancy goods, etc.

MITCHELL, IND.—We want five copies of the ANNUAL: we wish you every possible success in your praiseworthy and strenuous efforts to elevate the bookseller.—ANDERSON & HAMILTON, wholesale and retail booksellers, stationers, and dealers in music, mus. insts. paper hangings, etc.

NEW ORLEANS, LA.—If it should cost double, or more, we will cheerfully pay the additional cost.—KAIN & Co., booksellers and stationers.

NEW YORK.—Having evidence that the TRADE LIST ANNUAL has proved one of the most time-saving and profitable instrumentalities used by the trade, and by whom it is daily consulted, we hope in our own interest, as well as that of the trade generally, every publishing house will be represented in it. Please send us, when it is ready, two hundred and fifty (250) copies.—THE AMERICAN NEWS COMPANY.

NEW YORK.—We find the UNIFORM TRADE LIST ANNUAL so valuable for reference that it is in daily use, indispensable for library orders, and certainly the most complete collection of catalogues ever issued of American publishers, and is equally a necessity for the bookbuyer and the bookseller. We want 100 copies.—D. APPLETON & Co.

NEW YORK.—Please send us as soon as ready 100 copies of the TRADE LIST ANNUAL for 1874. After our experience of the past year we wonder that the trade has gone for so long a time without any uniform Trade List. We have found that of last year made by you of very great convenience, and we do not see how any bookseller can get along without it. We hope those houses which failed to furnish their catalogues last year will do so this. We believe that a publisher cannot advertise his books so advantageously through any other medium as this. Let us have the ANNUAL as complete as possible and we shall feel under renewed obligations to you for your efforts to help the trade.—BAKER, PRATT & Co., wholesale booksellers and stationers.

NEW YORK.—The TRADE LIST ANNUAL has become beyond all question a necessity to booksellers. The only thing to be desired is a greater completeness, and we trust publishers will consult their own interest by leaving in this issue nothing to be desired on this point.—DODD & MEAD, publishers and booksellers.

NEW YORK.—The TRADE LIST ANNUAL is the cheapest salesman a bookseller can have. It can answer more questions on books than the oldest hand in the trade. Booksellers should keep it on their counters. It will be as much consulted in bookstores as the city directory in the drugstores. We want 100 copies.—LEE, SHEPARD & DILLINGHAM.

NEW YORK.—Both as publishers and as booksellers we attach great importance to the idea of bringing into uniform and accessible shape the catalogues of the American publishers, and we hope nothing may prevent the proposed volume from being in readiness in time for fall trade.—G. P. PUTNAM'S SONS, publishers, booksellers and stationers.

NEW YORK.—We have great pleasure in bearing testimony to the value of the TRADE LIST ANNUAL; we could not now do without it. Not a day passes that we do not consult it many times; and we wish you abundant success in the proposed re-issue.—A. D. F. RANDOLPH & Co., publishers and booksellers.

OMAHA, NEB.—I need not say that I am pleased with the ANNUAL. I find occasion to refer to it so often, that a facetious customer, noticing my hesitancy in answering a question relating to some book, said, "Go get your *Bookseller's Bible*."

I have a tradesman's love for a good bargain, but when I turn the leaves of the bulky volume, my conscience won't let me chuckle over this one as I ought. So to make things more even I enclose a postal order for five dollars, which please credit to the profit or loss (?) account of this enterprise of yours for the benefit of our trade.—L. THORVEL SOLBERG, bookseller.

PITTSBURG, PA.—We think if publishers respond as they should do, acting in their own interests merely, the volume will be cheap at \$1.50. Yours gratefully.—R. S. DAVIS & Co., booksellers and stationers.

PHILADELPHIA.—We want 50 copies of the ANNUAL. We use it daily as a book of reference for prices, and we find it of incalculable value. Would not be without it on any account as it saves us an immense amount of trouble in hunting up lists of prices. We hope your next venture will be as much superior to the last as that was over all previous attempts in the same direction.—CLAXTON, REMSEN & HAFELFINGER, publishers, booksellers and stationers.

PHILADELPHIA.—We have found your TRADE LIST ANNUAL a very useful and reliable assistant in our business. Our order is for 50 copies.—J. B. LIPPINCOTT & Co. publishers, booksellers, importers and publishers.

PORTLAND, ME.—We think your plan excellent, and just what is wanted.—LORING, SHORT & HARMON, publishers, booksellers, stationers, and dealers in school book and room paper.

PROVIDENCE, R. I.—We consider it the most complete work yet issued and it is of the greatest value.—TILLINGHAST & MASON, News Co.

QUINCY, ILL.—I find it a vast improvement over my old arrangement. You have my hearty thanks for all you have done and are doing.—T. D. WOODRUFF, bookseller, stationer, and dealer in music and mus. instruments.

RICHMOND, Va.—I would not be without it for ten times the cost of it.—JAS. C. ROY, bookseller and stationer.

ST. JOSEPH, MO.—I know it will be the means of taking many orders where clerks would be too lazy to hunt up catalogues.—JAMES B. JOHNSON, bookseller and stationer.

ST. PAUL, MINN.—Your ANNUAL is of incalculable value to booksellers. It is to be hoped that those publishers who, unfortunately for themselves and greatly to the inconvenience of the trade, were not represented last year, will not fail to put in an appearance in the forthcoming volume.—JAMES T. DUDLEY, bookseller and stationer.

SCRANTON, Pa.—Have you any extra copies of "UNIFORM TRADE LIST" left? We have only one left, and that we have to loan occasionally, and feel lost without it; it is one of the most useful and necessary articles of furniture we have in the store.—M. NORTON, bookseller, stationer and dealer in fancy goods, toys, games, wall paper, window shades, etc.

TERRA HAUTE, IND.—The TRADE LIST ANNUAL is just what the book-trade needs—and that badly. I daily feel the want of such a list. With the ANNUAL LIST before them, and the PUBLISHERS' WEEKLY, booksellers ought to keep themselves posted. It would be of great advantage if you could induce the small publishers—out-of-the-way publishers—and publishers of subscription books, to insert their lists.—A. H. DOOLEY, bookseller, stationer, and newsdealer, chromos, frames, etc.

TROY, N. Y.—We hope you will be able to get lists of all the small and out-of-the-way publishers, for it is their books that we always have the most trouble to get a knowledge of.—H. B. NIMS & Co., publishers, wholesale and retail booksellers and stationers.

VICKSBURG, MISS.—I should like to see included catalogues in the various lines which I carry.—W. H. WOODRUFF, wholesale dealers in books, stationery, fancy goods, chromos, wall paper, musical instruments, etc.

WASHINGTON, D. C.—I have found the first volume to be very useful, and believe the second, with the promised improvements, will be better still for reference.—C. C. PURCELL, bookseller and stationer.

WILMINGTON, DEL.—We are heartily in sympathy with your efforts to so largely benefit the trade. 'Tis something long needed, and will be of immense advantage both to publisher and retailer. Without something of this character it is impossible to keep posted in books and prices. The irregular multiplicity of lists, circulars, cards, and newspaper advertisements is thorough confusion, making a systematic, regular, complete, and accurate list a constant necessity.—BOUGHMAN, THOMAS & Co., booksellers, stationers, and blank-book manufacturers.