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, HINCKLE & CO., Cincinnati, O., write: We will be glad to do all we can 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 have them ready for the dealers’ bands by August 1st, just in time for the heavy Fall school book trade.

MESSRS. WILSON, HINCKLE & 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 be 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 catalogue lists were 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 make their lists as lively as Lippincott’s or Butter’s in the Annual for 1873, the volume would be reduced to one-tenth its present size; such extreme brevity be considered desirable. Has the list might be taken as a model; it is advantageous in 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 copias in constant use in our retail department and consider them indispensable. In this connection permit us to suggest that contributing publishers be prevented from blotting their lists with advertisements, cuts, long descriptions, etc., leading off into side alleys. 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 list will be refused if this restriction is made.

COMMENDATIONS.

BANSON, Mr.—As a bookseller, I could not afford to be without one at any event. What a sight, bookseller, stationer, etc., 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 down for 100 copies, please & thank you.

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

BOSTON, MASS.—Your uniform Trade List Annual for 1874, simply fulfils the promise 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. O'CONNOR & CO., publishers.

BOSTON.—I herewith enclose the only sum which I will consent to pay, being in my judgment the very lowest for a uniform Trade List Annual, worth, to wit: Two dollars and a half per vol. or in all five dollars, for which I hand you check.—FRED R. FERRIS, business manager of Old and New.

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

CADDIZ, 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 this year will be well represented by stationers and manufacturers of merchandise and goods handled by the book trade.—N. A. HANNA, bookseller, stationer, and news-dealer.

CARNAMIA, 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 from its first insertion.—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 the future.—HADLEY BROS., booksellers and stationers.

CHICAGO.—The Annual will prove an indispensable request to all booksellers.—KIRK, COOK & CO., booksellers, stationers, and jobbers.

CINCINNATI.—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 we furnished a number of copies to other dealers. We hope a large edition for 1874 will be demanded.—O. E. STEVENS & CO., stationers, booksellers, and publishers.

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

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

CLEVELAND.—The Annual is just what I wanted, and am greatly pleased with it.—COBE, ANDREWS & CO., wholesale booksellers, stationers, and blank book makers.

COLUMBUS,—A pleasant plank in our constitution recommends the publication of valuable helps for the book trade. We rejoice to know you had anticipated the needs of the trade and have given us your Uniform Trade List Annual, which I beg to say is invaluable to the trade.—ISAAC G. ASTON, of Randall & Aston, President American Book Trade Union.

DAYTON.—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.—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 law, doctor, teacher, or clergyman will 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 approval and aid of the booksellers and dealers in your city. No help is more needed.—H. T. BRANWEN & 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 store.

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 present 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 & SON, booksellers and publishers.

KNOXVILLE, TENN.—It is precisely what we need as it saves much trouble in collecting the thousand and one "Calls" of so many publishers.—W. STUBBS & 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 of 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 pretense of keeping up with the times.—PURCELL, ATKINS & CO., booksellers, stationers...
The Uniform Trade List Annual.

MADISON, Wis.—It does you great credit, and it is worth to us ten times its cost, any publisher who has not his list in at a low man. —MORKLEY & Baco, booksellers and music dealers.

MARIETTA, O.—I am so glad you are going to issue these numbers every month, if I may say so, as a boy with his first jacket. I know my trade has suffered very much because there has been a lack of uniform lists. —C. G. GIERS, bookseller, stationer, and jobber.

MIDDLETOWN, N. Y.—Were your efforts in their behalf but stimulated 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. K. MORGAN & Co., booksellers and stationers.

MILWAUKEE, Wis.—Let us 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" will see the importance of the great benefit already derived from your wide directed efforts, and cannot fail to see that if you are properly sustained, competent, and well directed, you will have an important influence. —ANDERSON & HAMILTON, wholesale and retail booksellers, stationers, and dealers in books, stationery, fine goods, etc.

MITCHELL, Ind.—We want five copies of the Annual: we wish every possible success in your praise-worthy and most needed undertaking. —ANDERSON & HAMILTON, wholesale and retail booksellers, stationers, and dealers in books, stationery, fine goods, 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 instruments 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. —Please send us, when it is ready, two hundred and fifty (500) 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 necessary 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 1876. —After our experience of the past year we wish 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 desire to have the booksellers get along without it. We hope those houses which failed to furnish their catalogues last year will do so this year. We believe that a publisher cannot afford to be absent. —M. NORTON, stationer, bookseller and dealer in fine goods, toys, games, wall paper, window shades, etc.

NEW YORK.—The Trade List Annual has become beyond all question the most necessary book to be kept in stock. It would be of great value to have it indexed on books on the oldest hand in the trade. Booksellers should keep it on their counters. It will be as much consulted in homes as the most respected in the drugstores. We want 100 copies. —LEWIS, SHEARER & DILLINGHAM.

NEW YORK.—Both as publishers and as booksellers we attach great importance to the idea of bringing into uniform and standard the catalogues of the American publishers, and we hope nothing may prevent the proposed volume from being in readiness in time for fall trade. —O. F. PUTNAM, Sons, publishers, booksellers and stationers.

NEW YORK.—We have great pleasure in hearing testimony to the great benefit the Trade List Annual is doing. —A. D. M. RANDOLPH & Co., publishers, booksellers and stationers.

OMAHA, Neb.—I need not say that I am pleased with the Annual. I find occasion to refer to it so often, that a facsimile copy of my handwriting in answering a question relating to some book, said, "Go get your Bookseller's Bible." I have a tradesman's look 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 certain, I enclose a postal order for the credit of the profit or loss (?) account of this enterprise of the booksellers for the benefit of our trade. —L. THORVEL SOLBERG, bookseller.

PHILADELPHIA.—We think if publishers respond as they should do, acting in their own interests merely, the volume will be cheap at $1.50. Your orders 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 venture will be as much superior to the last as that was over all previous attempts in the same direction. —CLAYTON, RUBIN & HAPPELINGER, publishers, booksellers and stationers.

PHILADELPHIA.—We have found your Trade List Annual a very useful and reliable handbook 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 we want. —LEIRING, SHORE & Co., booksellers, stationers, and dealers in school book and room papers.

PROVIDENCE, R. I.—We consider it the most complete work 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 music 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 have themselves represented in the forthcoming volume. —JAMES T. BUDDEY, bookseller and stationer.

SCRANTON, Pa.—Have you any extra copies of "Uniform Trade List" left? We have sold ours out, 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 store. Our stationers, bookseller and dealer in fancy goods, toys, games, wall paper, window shades, etc.

TERRY HAUTE, Ind.—The Trade List Annual is just what the book-trade need—-and that badly. I daily feel the want of such a list. With the Annual List before you, and the Publishers' Weekly, booksellers ought to keep themselves posted. The only great desire 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. —DOUGLASS & MEAD, publishers and booksellers.

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. NIMES & 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, chrome, 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. PERELLA, bookseller and stationer.

WASHINGTON, D. C.—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 such a list, this great want could never be kept posted in books and prices. The irregularity of lists, circulating catalogues, and the doing business is thorough confusion, making a systematic, regular, complete, and accurate list a constant necessity. —BOUCHIER, HAMMOND & Co., booksellers, stationers, and blank-book manufacturers.