

**Implementing the 1873 Plan for *Publishes' Trade List Annual*:
Leypolt's Announcements, Editorials, and Letters to the Editor
in *Publishers' Weekly* April-December 1873 & Whole Year 1874**

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The Publishers' Weekly, (III:17) No. 67, April 26, 1873, p415.

Catalogues Wanted.

A correspondent at the South states clearly the need of full lists of books published and for sale in America, by titles and authors. There would be no need to call upon the publishers to be their own bibliographers, as he suggests, were there sufficient support among the trade to make such a catalogue pay expenses. Mr. Kelly proposed just such a condensation (at a moderate price) of the Roorbach-Kelly series, but found nowhere near sufficient encouragement to proceed, and our annual catalogue, answering the same need, was discontinued because the trade did not buy enough to pay for type-setting and printing. Since we have given up that catalogue we have received many expressions of regret.

We propose to do at least this: to revive the uniform trade catalogue, binding together in an octavo which we shall supply to booksellers at a merely nominal price, the full catalogues of all publishers who will furnish them. This is found very serviceable for ready reference, but it by no means takes the place of the alphabetical bibliography.

A prospectus will be issued shortly.

LETTERS TO THE EDITOR.

The Need of a Bibliography Discount.

Selma, Ala., April 19, 1873.

To the Editor of the Publishers' Weekly.

Dear Sir: In common with many others of the trade, I feel daily the want of a handy catalogue of all the books, except school books, now published or for sale by publishers in the United States. How are we to get such a catalogue? It appears to me that it could be accomplished if every publisher would make two lists of his books—one indexed by authors, the other by titles. Put the entire collection of such lists in charge of a competent bibliographer; instruct him to combine the several lists indexed by authors into one or more volumes, and the several lists indexed by books into a similar series. Issue a supplemental volume, gotten up in the same way, at the close of every year, and we would have a Bibliotheca adequate to most demands, and in convenient form, instead of the hundreds of lists to which we have now to turn.

I add an illustration of the chief evil of bookselling. I have a good customer who wrote to a publishing house some weeks ago for price and discount on a certain work. The reply named retail price and 20 per cent off. I have too good an opinion of my customer to think he armed himself with the publisher's

discount to beat me down from the regular retail price; but as a pertinent matter, I wish you would suggest to the publishers that they should never quote prices other than retail outside the trade.

W. G. B.

***The Publishers' Weekly*, (III: 18) No. 68, May 3, 1873, p441-442.**

A Trade List Annual.

Referring to the editorials of last week's issue, concerning the constant demand for Catalogues and Trade Lists, we beg to submit the following plan for the consideration of the Trade:

1. During the summer months, when most publishers are preparing their new Catalogues and Trade Lists for the Fall season, a call to be made on all publishers requesting them to strike off an extra number of copies for the purpose of distribution among the Trade through this office (size of paper, number of copies, and other details to be stated in special circular).
2. The collection of Catalogues and Trade Lists to be closed at a date to be fixed, say September first, then made up in sets, arranged alphabetically according to name of publisher, and each set bound up in one volume.
3. This volume to be supplied free of charge (except postage, when sent by mail) to every member of the trade, librarian, large book-buyer, etc., on application.
4. The application to be made early (date to be fixed). No person to claim more than one copy, and every applicant to apply under his own signature. If any bookseller can place advantageously a few extra copies in the hands of librarians or large book-buyers, their own written application is required.

These regulations are necessary, in order—

1. To decide in advance on the number of copies really needed. It would not be possible, later in the season, to gather again all the lists for a new supply.
2. To enable us to make an estimate of each publisher's share of expense in the enterprise, which, being co-operative, should cause as little cost as possible beyond a supply of the printed catalogues.
3. To insure the contributing publishers against any waste of material and unnecessary expenses.
4. To convince every publisher, by a bona fide subscription list, of the great advantage gained by being represented in the Annual.

A subscription book will at once be opened, and every name entered in the order of receipt. All letters referring to the enterprise will be filed separately for reference of publishers and manufacturers.

Mode of despatch must be stated in every application. Applicants who omit to state the mode of sending the book will be notified, on publication day, of the amount of postage to be remitted. As the volume probably will be a large 8vo, embracing some 700-800 or more pages, much expense can be saved by having it sent through the New York jobbing houses.

A full classified list of the publishers represented, in which their name will be placed under the headings of every special class of books they publish, will be expressly prepared for the Trade List Annual. This index will greatly facilitate research to those who have to fill orders for specialties, and be a useful guide for beginners.

We propose this plan to the subscribers of the Publishers' Weekly, and await their approval or their suggestions before going to further expense, and issuing a general prospectus addressed to every member of the trade, and every librarian and large book-buyer whose address we may be able to obtain.

Our subscribers are requested to express their opinion in this matter without delay, as the enterprise will depend on their decision. Any remarks concerning the Publishers' Weekly and suggestions for its improvement will, at the same time, be thankfully received and considered.

The Trade List Annual, together with the Publishers' Weekly, may, for the present, serve the practical purposes of booksellers and bookbuyers, although the editor hopes the time may not be far off when a systematic bibliographical record will be practically acknowledged to be indispensable in every bookstore.

The Publishers' Weekly, (III:19) No. 69, May 17, 1873, p467

LETTERS TO THE EDITOR.

Uniform Trade List Annual.

Kalamazoo, Mich., April 26, 1873.

To the Editor of the Publishers' Weekly.

Dear Sir: In 1868 we procured of Howard Challen, Philadelphia, The Publishers' Uniform Trade List Directory, comprising all the books, old and new, of upwards of 200 publishers; also trade lists, cards, etc., of wholesale stationers, etc., etc. The book has been a very valuable one to us, as the publishers' lists were alphabetically arranged, and we could find at a moment's look the name, price, and style of binding of any book of all the leading publishers in this country.

We would not sell it to-day for what it cost us, although five years old, as we have made a great many sales of books by being able to find just what our customers wanted in that book, when they did not know themselves where to look for it. We supposed Mr. Challen would continue to publish the work as often as necessary, but we cannot find that a new work of that kind is likely to come out; and in our need we appeal to you to see if you know where or when we shall be able to get a new one. If every book publisher in the country knew how many of their books had been sold through the influence of Challen's Directory, they would see to it that a new one was issued yearly by some one. As you are the booksellers' friend, cannot you start the ball a-rolling, and let us hear from others who need just what we do in that line. We could not keep a book-house without the Publishers' Weekly, and hardly know how to do without *a new uniform trade list*, brought down to the *present time*.

Please let us hear from you through the columns of the Weekly. Yours truly,
Roberts & Hillhouse,

Booksellers and Stationers,
Kalamazoo, Mich.

New York, May 6, 1873.

To the Editor of the Publishers' Weekly:

Dear Sir—In reply to your circular in Publishers' Weekly of 3d instant, we would say that we shall require three copies of the volume of uniform catalogues, and are ready to prepare our own catalogues in the shape required, and to pay our proportion of the cost of the undertaking. 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. Yours very truly,

G. P. Putnam's Sons.

Farmington, Maine, May 7, 1873.

To the Editor of the Publishers' Weekly.

Your article in No. 18 Publishers' Weekly is worthy the attention of every bookseller in the land. I daily feel the need of a convenient list of books to refer to, and I cannot see why it would not be for the interest of the publishers to place such a reference book in the hands of all who deal in books.

I always make it a point to order new books as soon as published, and it is now well known to my customers that all new popular works will be found on my shelves as soon as published, and I depend entirely upon the Publishers' Weekly for my information, and I don't know how any bookseller who makes any pretention to keeping up with the times can do business without having its pages to refer to. Hoping your plan will meet with success, I am, very respectfully, etc.,

J. M. Davis.

Poughkeepsie, N. Y., May 5, 1873.

To the Editor of the Publishers' Weekly:

We notice your plan for a Trade List Annual in the Weekly of 3d inst.; think it a capital idea and just what is needed by the book-trade. Should you succeed with the enterprise, as we earnestly hope you will, please send us a copy through Lee, Shepard & Dillingham. Yours truly,
Reed & Adriance.

Jersey City, May 5, 1873.

To the Editor of the Publishers' Weekly:

Think your plan excellent concerning Trade List Annual. Will take copy if successful. Yours,
Insley Bros.

The Publishers' Weekly, (III:20) Whole No. 70, May 17, 1873, p484-485.

The Uniform Trade List Annual.

Our proposal of a fortnight since to issue a uniform trade list, in which should be bound together the catalogues of the several publishers, has already met with a very general response from the trade in all parts of the country. There seems to be a unanimous agreement that such a publication is not only desirable, but necessary; that it is impossible to conduct a book business to the extent and with the

convenience that it should be carried on without some such help. The general endorsement of the plan set forth enables us to promise that only the prompt practical, as well as verbal aid of the publishers generally is needed to insure the issue of the volume. We shall communicate directly with them in due time.

These letters from the trade, some of which we are not permitted to publish, have contained several valuable suggestions as to the proposed plan, and we should be glad to hear of any others that may suggest themselves to the practical experience of the trade. It should be kept in mind that our purpose in undertaking the issue of this volume is purely the benefit of the trade, in pursuance of our general endeavor to make the office of the Publishers' Weekly a trade headquarters, at which anything to its benefit may be put in shape and carried out. We propose, therefore, that the charges connected with this enterprise shall be simply sufficient to cover cost and handling, either to publisher or dealer. It has been suggested from several quarters that free distribution of copies would lead to a considerable waste of material, and, moreover, that the cost of binding should be distributed among those who obtain copies. Both these modifications of our original plan seem to be just and wise, and we therefore propose to charge the nominal price of, say fifty cents each, if this proves sufficient to cover such expenses as binding. This (with the postage, which can be saved by having the volume sent as an enclosure) will be the whole expense of the work to the retailer, while the publisher will be asked simply to furnish sufficient copies of his list in uniform size of page, and to pay a nominal sum which shall be large enough to cover handling.

It is our desire to encourage the buying of books through the local dealers, and to do everything we can against the demoralization of the trade by allowing the same advantages to customers as to dealers. Except in the case of subscribers to the Publishers' Weekly, therefore, we shall refer all inquirers to their local dealers for copies of this volume. It will be to the advantage of both publishers and dealers to distribute the list among librarians and large buyers, and the local dealer can best judge whether it is wise to place it according to the application. We think this course will be entirely satisfactory to the trade, and do its mite toward correcting the evils from which it now suffers.

LETTERS TO THE EDITOR
THE UNIFORM TRADE LIST ANNUAL

Dayton, O., May 6, 1873.

To the Editor of the Publishers' Weekly.

We are very much pleased with your idea of "A Trade List Annual," and sincerely hope you will be able to carry it out with the cooperation of all publishers. 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. Yours respectfully,

John H. Thomas & Co.

Boston, May 6, 1873.

To the Editor of the Publishers' Weekly:

I shall be happy to supply trade lists for the "Annual " suggested in your issue of the 3d inst., but would prefer to know the probable cost of binding, etc., before undertaking to be at further expense. Why not charge the cost of binding to each subscriber? If the book is worth anything it is worth that.

Please put me down for a copy in case it is issued.

Yours, &c, John Allyn

Kansas City, Mo., May 7, 1873.

To the Editor of the Publishers' Weekly:

Your suggestion for a "Trade List Annual" we heartily approve of, and trust all the publishers in the country will give it a trial, at least this year, and we are sure results will prove it to be beneficial for the whole trade, and insure its continuance in the future. The more complete the greater the benefit. Please send one copy—and we can use more than one to good advantage—and greatly oblige, Yours, &c,
Matt. Foster & Co.

Detroit, Mich., May 9, 1873.

To the Editor of the Publishers' Weekly.

Dear Sir: In the last Publishers' Weekly we notice your article on a "Trade List Annual," which we think a good one. Please add our house to your list of applicants. Respectfully,

E. B. Smith & Co.

The Publishers' Weekly, (III:21) Whole No. 71, May 24, 1873, p499; 502.

The attention of Educational publishers is called to the proposed **Uniform Trade List Annual** that they may, if they approve of the plan, make up their new catalogues in shape for the volume—the double-columned large octavo in which the Publishers' Weekly, the Harpers', Appletons', Lippincotts', and other catalogues are now issued.

The plan as set forth in the Publishers' Weekly for May 3 and 17, having already met with a general response from the trade in all parts of the country, a special prospectus, giving further details, will shortly be addressed to the publishers.

[This notice repeated May 31st issue].

LETTERS TO THE EDITOR

THE UNIFORM TRADE LIST ANNUAL.

Columbus, O., May 19, 1873.

To the Editor of the Publishers' Weekly:

Dear Sir: I shall be glad to have the "Uniform Trade List Annual," and will send an order for a definite number of copies as soon as price and date of publication are known.

Let me suggest that every publisher add one or two blank leaves at the end of his catalogue, on which booksellers can paste the slips cut from your weekly "Order List," thereby rendering a complete list of each publisher at the end of *every week*. If your "Order List" could be printed on a separate slip, on one side only, of thin paper, it could be cut up and distributed without mutilating the Weekly.

Classification is extremely important in a catalogue. Yours truly,

G. W. Gleason.

Terre Haute, Ind., May 13, 1873.

To the Editor of the Publishers' Weekly.

The "Trade List Annual" proposed by you 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. Respectfully,

A. H. Dooley.

Fall River, Mass., May 15, 1873.

To the Editor of the Publishers' Weekly.

Dear Sir: We are especially well pleased with your suggestions in the Weekly of 3d inst. for a vol. of Uniform Catalogues. We feel the need of it constantly. Please enter our name for a copy if the plan is successful. We follow up the Weekly with increasing interest, and cannot see how any bookseller can get along without it. *Live ones can't.* Yours truly,

B. Earl & Son.

The Publishers' Weekly, (III: 22) No. 72, May 31, 1873: nothing of relevance.

The Publishers' Weekly, (III: 23) No. 73, June 7, 1873, p545-549.

The Catalogue Question.

A BIT OF EDITORIAL AUTOBIOGRAPHY.

As stated in our last issue, the project of a "Uniform Trade List Annual" has met with sufficient approval to justify the experiment. The only dissenting view that has reached us comes from Mr. Robert Clarke, of Cincinnati, in a long and interesting communication, from which we will presently quote the points of objection, retaining his valuable hints on cataloguing for a future occasion.

Mr. Clarke, after a few preliminary remarks on his not agreeing with us and his brothers in the trade, as to the desirableness and utility of the proposed publication, proceeds:

"I regret the announcement of the "Trade List Annual," because it will tend to postpone the completion of such a comprehensive Finding Catalogue of American Books as we really want. Such a want is so constantly felt, that, as drowning men will catch at a straw, so any project promising even a little relief is hailed with enthusiasm. Such a collection as you propose will undoubtedly do a certain amount of good, but at the best it is only a make-shift."

Precisely. The Annual "will undoubtedly do a certain amount of good, but at best it is only a make-shift." This is all we pretend to offer. Witness the closing paragraph of our first announcement:

The Trade List Annual, together with the Publishers' Weekly, may, for the present, serve the practical purposes of booksellers and book-buyers, although the editor hopes the time may not be far off when a systematic bibliographical record will be practically acknowledged to be indispensable in every bookstore. We had, after the experience of the past, good reason not to promise more for the present, and were in doubt when writing whether we could accomplish as much. We are surprised that Mr. Clarke, one

of our first supporters, whose opinion we value higher than that of almost any one in the Trade, and "with whom we agree sufficiently to differ from him profitably," should hold such sanguine views in the matter of Catalogues as are expressed in his letter. We can fully appreciate his ardent desire for "a good Finding Catalogue," what we never have had—a well-digested uniform method, cataloguing by author and subject in such a way that there would be no difficulty in finding just what you wanted;" but we almost feel offended, his flattering remarks on the "excellent Weekly" notwithstanding; for can he have carefully perused it, with its constant "wails and lamentations," when he continues:

"Why can we not have such a catalogue in this country? It would be an immense labor, but it could be done, and I think you are the very man to undertake it. You need not have any fear that you would not be supported. If undertaken by you, with the determination to make it as perfect as possible, you could get a subscription list in advance of publication which would insure its pecuniary success. Booksellers and librarians and others would be glad to buy it at a large price. It would not do to make a re-hash of what we have already had in this line; the work would have to be done *de novo*; every title would have to be verified by a sight of the work or on the authority of the publisher or author."

If some one freshly arrived from Utopia, or from Germany, the "land of catalogues," should thus imagine the road paved for the "Coming Catalogue" we could easily sympathize with this charming innocence. But Mr. Clarke, one of the most experienced American booksellers, should not be carried away by such illusions. Granted the immense labor. We don't mind that. But the subscription list in advance, booksellers, librarians, and others glad to buy at a large price, titles verified by sight, etc., etc !—these are but pictures from the Arabian Nights. Is there doubt about this? Ask Mr. Kelly about subscriptions; Mr. Challen about Finding Lists; Mr. Steiger about the "authority" of publishers and authors, when nothing was expected but information; and if this be not sufficient, ask the unfortunate publisher of the Annual American Catalogues, who has paid dearly for precisely such ideal hopes as are nourished by Mr. Clarke, and who could a tale unfold which would find its fitting expression only in the legend: "Abandon hope, ye who enter here!"

To begin with the first essentials of a Catalogue, what has been left untried merely to obtain from the publishers the first title record? We refer to the thousands of circulars and letters imploring editorials, blanks and blank-books, the latter worded and ruled, so that a child could fill them up. All has been of no avail. Only a few publishers respond satisfactorily. Most of the leading houses would not do as much as raise a finger in the work. It is a curious fact, which tells the whole story, that even to-day there is only one house which, thanks to the intelligence and kindness of Mr. Scudder, of Messrs. Hurd & Houghton, makes a *regular* and *proper* report of its new books.

It is well to mention here that we have repeatedly applied to the Librarian of Congress for assistance, offering to pay for any expense incurred, by having titles copied for us from the public records; that on his explanation, that it was not in his power to grant our request, we engaged a competent person in Washington to make a weekly copy of the new entries made at the Library, and that this was objected to by the Library Committee. It is right to add that the courteous Librarian of Congress has promised to do all in his power to aid us, stating that he was making strenuous efforts to procure authorization to print weekly or monthly book reports, similar to those issued by the Patent Office. We are prepared to wait in patience.

As to verifying titles by a sight of the books (the prime requisite for any bibliographical record), this attempt we made at the very beginning of our apprenticeship. Our clerk used to make his regular rounds for copying titles from the books just issued, until he was considered a bore wherever he went, and in most instances was treated as if he were asking special favors. Titles verified by sight! Does Mr. Clarke not yet know that most publishers prefer a few lines of temporary puffing to a permanent title record? Has Mr. Clarke not read our last "Appeal to Publishers?" It is with reluctance that we recur to it, but in mere self-defense we must quote it here, as the conclusion of our answer to Mr. Clarke, and to the few who constantly call upon us for a "Catalogue."

. . . It is indeed time that American publishers should learn to appreciate the importance of a bibliographical record and make proper endeavor to consult their own advantage by meeting the just demands of the book world. Thus far all our efforts have been baffled by the total failure of the publishers, either from lack of system or interest in the matter, in supplying the necessary material for such a current American bibliography as it has been our constant and unsparing effort to furnish. A proper bibliography can be compiled only directly from title-pages; and in other countries copies of all publications are sent before issue to the bibliographical office for such record. The exceptions are few in which American publishers have made it a rule to forward early copies to this office, and the greater number of book-titles given in the Publishers' Weekly are compiled at great waste of labor for the imperfect result, from advertisements and editorial acknowledgments of books received by the general press. This system had to be pursued also in connection with the Annual Catalogues in which case special inquiries were made of the individual publishers as to unknown or doubtful titles, without obtaining much further attention.

Unfortunately many American publishers show an utter disregard of proper care in the wording of a title, a matter of so much importance to the author. . . . These are the disadvantages under which we labor, while yet the Publishers' Weekly is expected to be the representative organ of the American publishing trade, and is looked upon as the only regular and complete source of information by bibliographers and book-buyers at home and abroad. We are expected to make bricks not only without straw, but without clay. After five years of hardest labor, which could have been greatly lessened—indeed made a work pleasant because satisfactory—the editor of the Publishers' Weekly once more makes urgent appeal to American publishers to assist, and no longer to practically thwart, him in his efforts to represent American literary production in a manner worthy of its present importance. An early copy of every new publication, including new editions, should be forwarded, with memorandum of price, directly to this office—before publication day whenever possible. Any delay in this matter disables us from giving the trade, in its proper shape, the information for which they depend upon the Publishers' Weekly, and which must be given at once, however imperfectly in form. Unless publishers at large, who alone can supply the material necessary to publish an official list, will make this a rule of their business, the blame of a comparatively worthless bibliography of American publications will rest solely upon them. We shall be only too glad to provide, when requested, for the immediate return of copies sent for this purpose; indeed, whatever on our part can be done to fulfill this first aim of our publication, shall be done. But a proper bibliography is, after all, chiefly to the publishers' benefit, in a thousand ways: will they not, we ask again and finally, give us fair help in doing their work.

They will not, at least not in the proper way. Not that we would charge our publishers with lack of liberality. Most of them have fairly, if not always graciously, done their part in supporting the Weekly by their advertising patronage. It is with this in view, the more remarkable that with very few exceptions, the leading houses have continuously ignored this request. We have made it so often that we hesitate now to make mention of it again, even for argument's sake, lest we appear in the light of self-interested intruders.

Under these circumstances we content ourselves with the "make shift," according to Mr. Clarke "easily gathered together and bound, if the publishers will only furnish their lists in the required form." Not because it gives less trouble to us, but to the publishers the least trouble. Little as they care for a "General Catalogue," all publishers print their own. So far no extra trouble. They "will always send their latest catalogues to booksellers on application," says Mr. Clarke. So far no extra expense. Our nominal charge for handling, however, will be much less than the cost of dispatch and postage. Thus there will be actually a saving of the usual trouble and expense to them, as also to booksellers. We do not agree with Mr. Clarke that it will give us "practically nothing but what we already have, or can have with little trouble." What may appear little trouble in the admirably managed establishment of Messrs. R. Clarke & Co., may be considered very troublesome by others who have fewer facilities. We are confident that there are not six bookstores in the United States where a complete set of publishers' catalogues can be found for reference, and not two where they are kept systematically in scrap-books and the old ones replaced by the latest. We have tried scrap-book and pigeon-holes, but never arrived at anything near completeness, though publishers' lists are as indispensable to us as to any one. Even if it were true that "a request, written or printed, will procure the latest at any time, and now that postal cards are ready for use, one can almost count with certainty on receiving a catalogue for every one cent expended," how are booksellers to know the exact time when new lists are issued? and would it not be rather troublesome to keep up these applications for all times coming? Messrs. J. H. Thomas & Co (see P. W., for May 17), write: "It is a matter of no little difficulty to keep ourselves supplied with the current lists of the publishers;" and we have much corroborating evidence to this effect. Has Mr. Clarke noticed our own attempts to make the Weekly a medium for announcements of new catalogues as well as for applications? If he will examine our early files, he will find a standing request to send two copies of every new catalogue to our office; he will also find the meagre list of catalogues received, representing not one tenth of those issued, Mr. Clarke's included, until we gave it up in despair. And does Mr. Clarke notice the constant applications made through the Weekly, inserted without charge to subscribers? We should be glad to hear from any one of them, that he ever received more than one tenth of the catalogues issued, and we doubt whether any one received as much. Yet almost every live publisher receives, and, we are given to understand, reads the Weekly.

Another objection of Mr. Clarke's: "As to many of the catalogues which you would include in your 'Trade List Annual,' they would be superseded in six months and we would have to resort to single catalogues." Now, where is the difference? Will the most perfect catalogue exempt us from this trouble? This evil can be partly remedied. The Weekly, with its weekly, monthly, and annual lists, will form a temporary supplement from year to year, as it would to any catalogue brought down to date. We are, moreover, considering how to realize the excellent suggestion made by Mr. G. W. Gleason (see P. W., for May 24) in reference to the practical use of the Order List in combination with the Annual.

Mr. Clarke says further:

"It may be, however, taken for granted that though many publishers will supply the required number of their catalogues in the proper form, still there are many who will not do so. They did not to Mr. Challen, and they will not to you. These may be of more or less importance, but unfortunately they will embrace nearly all those whose publications are least known to the trade—the publishers of only a few books. Every bookseller's clerk can readily keep himself posted in the publications of large houses."

We have shown in all our "Appeals" that in theory we fully agree with Mr. Clarke. We must admit, however, that in practice—that is, as merchandize—"publications least known to the trade" are generally the least demanded, and, compared with the books of live publishers, practically of little importance to the average American bookseller. Mr. S. Newton writes "If lists of a few of the smaller publishers could not be obtained, their books could be omitted without greatly injuring the value of the catalogue." But granted that "every clerk can readily keep himself posted on the publications of large houses," should this prevent us from posting him still more readily? We remember cases in our experience when the clerks of first-class publishers were not posted on the publications of their own houses.

It is true that Mr. Challen's efforts were not recompensed as they should have been; that a number of minor publishers did not contribute. It nevertheless was practically a success; his collection included most of the live houses, and in its limited circulation has done good service. It has rendered that to us. Messrs. Roberts & Hillhouse write (see P. W., for May 10): "If every book publisher in the country knew how many of their books had been sold through the influence of Challen's Directory, they would see that a new one was issued yearly by some one;" and, "We would not sell it to-day for what it cost us, although five years old."

Even our own imperfect attempt, made at the wrong season, of binding up some live publishers' and stationers' lists with the Annual Catalogue, has proved useful. We have much testimony to this. We refer to the latest, (in this number) of Mr. Harry Gregory: "Your Trade Circular Annual for 1871, was the chief means of placing me in the good position I now hold, as head salesman in one of the largest bookstores in this city."

Now we bring forward this project at the proper season; solicit contributions at rates which cannot, as in Challen's case, form any excuse, and supply the volume to the trade at the probable cost of binding—50 cents—while the price for Mr. Challen's was \$5. If some publishers will not supply their list this year, they surely will not fail, provided the Annual should be a success, to be represented next year.

If we agree with Mr. Clarke that the "Annual" will not meet the real demands of the thoroughly trained bookseller, or librarian and student, wants which even his model, the "British Catalogue," is far from supplying, it cannot be denied that, in the absence of something better, the "Annual" will be welcome even to them.

We sincerely thank Mr. Clarke for the confidence he places in our capacity, but must decline to accept the proffered honor of his advice, that even if we should issue the projected "Annual," we should, "at the same time, undertake a complete General Catalogue of American Publications, arranged by authors and subjects." We assure Mr. Clarke, however, that we shall ever hold ourselves in readiness to consider the enterprise if he can find us just one "solid" publisher, who, solely for the honor and benefit of the trade, will liberally back it. A hundred \$15 subscriptions will not do it. An American Catalogue of Books, as Mr. Clarke would have it, and as America should have it, cannot be undertaken without the support of

public spirited men who are guided by higher motives such as have actuated Peabody, Astor, Cooper, Cornell, Vassar, Simmons, R. Barnes, Orange Judd, and many others. Compared with what they did, how little it would cost to leave a bequest which would earn the gratitude not only of the American book trade but of the entire civilized world! To undertake such a catalogue without sufficient means to engage, independent of returns, a competent working force, would be folly and starvation. We speak from experience. It was our pet idea. We are "sore" on this point.

Let Mr. Clarke personally test the public spirit of our publishers. As long as the representative journal of the American book trade affords its editor barely enough bread and butter for him to live upon; as long as the trade cannot afford to pay for paper and print of Annual "Finding Lists," don't let us talk about "Subject Catalogues" embracing half a century. But should Mr. Clarke, against all human expectations, succeed in raising a working fund, let him appoint a committee, under whose direction and control the enterprise can be carried out, and we will be among the first to offer our services, if they ever should be needed. Then it will be time to conceive a plan for a General Catalogue which should combine the good features of the Catalogues of the Boston Public Library and the Subject Catalogue of the Library of Congress, both far superior to the British Catalogue in their system. For the present let us be satisfied with the possible!

LETTERS TO THE EDITOR.
THE UNIFORM TRADE LIST ANNUAL.

Portland, May 26, 1873.

To the Editor of the Publishers' Weekly:

Dear Sir :—Please send us three "Trade List Annuals" as soon as published. We think your plan excellent, and just what is wanted. Yours truly,
Loring, Short & Harmon.

Providence, R. I., May 19, 1873.

To the Editor of the Publishers' Weekly.

It was with much pleasure I noticed your plan for a "Trade List Annual," and would respectfully ask that my name be placed on your list for a copy. Your Trade Circular Annual for 1871 was the chief means of placing me in the good position I now hold as head salesman in one of the largest bookstores in this city. I am yours truly,
Harry Gregory.

Xenia, O., May 27, 1873.

To the Editor of the Publishers' Weekly.

Dear Sir :—I should be glad to have a "Uniform Trade List Annual," if you succeed in getting it up. Will remit for one or two copies when price, etc., are definitely decided upon. Another thing that I would value greatly is an alphabetical list, both by titles and authors, of all American books now in print, with name of publishers and price if possible. This could be compiled from publishers' trade lists. If lists of a few of the smaller publishers could not be obtained, their books could be omitted without greatly injuring the value of the catalogue. For such a catalogue I would be willing to pay \$5 or \$10 if necessary. Yours,
&c, S. Newton.

Wilmington, Del., May 27, 1873.

To the Editor of the Publishers' Weekly:

We sincerely hope you will succeed [sic] in your effort to give to the trade a uniform price list. '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. Very truly yours,
Boughman, Thomas & Co.

Burlington, Iowa, May 22, 1873.

To the Editor of the Publishers' Weekly:

I have read your article in your valuable Publishers' Weekly, requesting the publishers to have bound in one volume all the different publications, alphabetically arranged, and I only hope you will carry your project through, as I have no doubt that there is no legitimate bookseller in the U. S. but would lend a helping hand to the enterprise by subscribing for at least one copy. I consider it would be of as much value to a bookseller as a counter in his store to display his books upon. With respect,
Wesley Jones.

Chicago, May 22, 1873.

To the Editor of the Publishers' Weekly:

Dear Sir: Your plan for a Trade List Annual is very good. If successful—which we hope it will be—send us two copies, one for our librarian and one for use in store. Yours truly,
Emerson & Stott.

Houston, Texas, May 23, 1873.

To the Editor of the Publishers' Weekly:

Put me down for 6 copies of the Trade List Annual. I may want more, and presume there will be time enough to order when you announce the work nearly ready. Will you print any portion of the work yourself? If so, I shall be glad to know what will be the cost per page for inserting minor catalogues, such as mine, embracing, say ten or a dozen books. Yours truly,
E. H. Cushing.

Kalamazoo, Mich., June 2, 1873.

To the Editor of the Publishers' Weekly:

We notice with pleasure the interest taken in publishing a new Directory. If the work does not cost over \$1 a volume, add our name for three copies. We would like to make one suggestion—that all the publishers publish the retail price, and do away with the old style of net price publishing. That style of publishing causes confusion whenever you allow your customers to look it over to make selections. Yours truly,
Roberts & Hillhouse.

The Publishers' Weekly, (III: 24) No. 74, June 14, 1873, p583-584.

Taking Time by the Forelock.

The fall is, of course, the booksellers' harvest. From September to December his business is ordinarily double that of the other two-thirds of the year, and he is too busy to attend to any matters which can be taken care of at any other season. Repairs to stores, for instance, should be made during the late summer, that everything may be ready for work early in September, and the dealer's time thereafter devoted to the one purpose of selling his books. For this reason also he should map out, as far as possible, in the summer his fall plans, and replenish his stock early in the season. He should search publishers' catalogues and find out in what line he is deficient, and, if he be a buyer at Trade Sales, come to New York with definite ideas of what he wants and what he don't want.

And in this early preparation, the publisher should afford him every facility. Publishers' catalogues should be revised during the summer, and published not later than August, so that they may reach the dealer as early as the Trade Sale catalogue. Announcement has been made by the Board of Trade that the first of October has been named as the latest day at which educational catalogues should be ready. This is much too late, either for the trade or for the schools. School-book catalogues should be sent out by July first. August is as late as is safe for the others.

We hope to issue the Uniform Trade List at latest by the first of September; if possible, before that. Its date of publication will depend only on the publishers' promptness in supplying their catalogues; it will be our aim to furnish it to the trade at the earliest possible moment. For very much depends on being ready; it is indeed all in all. The bookseller who waits at the last moment to fix his store and to stock up is like the umbrella vendor who pops up after the shower is over. It pays, in a thousand ways, to get ready beforehand, and to be in time.

LETTERS TO THE EDITOR.
THE UNIFORM TRADE LIST ANNUAL.

Columbus, O., June 3, 1873.

To the Editor of the Publishers' Weekly.

We desire to let you know that we feel that such a thing is of the utmost Importance to any bookseller who intends to make his business a profession in which readiness and proficiency are to be sought. We hope the work will be done, and done thoroughly.

Hubbard & Jones.

Vicksburg, Miss., June 3, 1873.

To the Editor of the Publishers' Weekly.

I am pleased to see you contemplate getting up a "Uniform Trade List." I should like to see included catalogues in the various lines which I carry, if it were practicable and profitable. Such a book would be very valuable to booksellers who deal in fancy goods, chromos, musical instruments, etc

W. H. Woodruff.

New Haven, June 5, 1873.

To the Editor of the Publishers' Weekly.

I am greatly pleased with your idea of publishing a "Uniform Trade List Annual," and gladly enter my name for one copy. I also desire to express my hearty appreciation of your efforts to aid the retail booksellers as evinced in the Publishers' Weekly. When I subscribed for that publication I thought it

might possibly be of use to me; now I feel that I could not be without it.
Chas. R. Coan.

Palmer, Mass., June 9, 1873.

To the Editor of the Publishers' Weekly.

We are pleased to learn that you contemplate an early issue of a "Uniform Trade List Annual." It is a work that has long been needed by the trade, and we trust you will receive so much encouragement in the present undertaking as will lead you to set about the more important work of putting into shape a complete catalogue of all American books now in the market. You will please put us down for two copies.
Wood & Allen.

Troy, N. Y., June 9, 1873.

To the Editor of the Publishers' Weekly.

We are glad to see that you have made a move in the direction of a "Uniform Trade List." We have spent considerable time and care in getting together our book of publishers' catalogues, and try to keep them new, but we think a book of catalogues, such as you propose will be more convenient and compact, and will certainly be a great desideratum to the small dealers who rarely take any pains to preserve publishers' catalogues. 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. We are tolerably familiar with the lists of the prominent publishers, but the smaller ones, whose books we do not sell so often, are a continual bother to us. We are inclined to agree with Mr. Robert Clarke in this. However, we shall be thankful for the best you can do, and are only glad to help it in the best way we can. Send us two copies when ready.

H. B. Nims & Co.

Baltimore, June 9, 1873.

To the Editor of the Publishers' Weekly:

Please enter our name for five copies of the "Uniform Trade List Annual." Your plan is good, and we trust you will have success.

Cushings & Bailey.

Cortland, N. Y., June 9, 1873.

To the Editor of the Publishers' Weekly.

We are much pleased with the idea, and have watched the discussion in your Weekly with much interest, wishing complete success [sic], etc.

Mahan & Wallace.

Holliston, Mass., June 10, 1873.

To the Editor of the Publishers' Weekly.

I have read with much interest the editorials and the letters to the editor in regard to a "Trade List Annual," many of which expressed my sentiments. I have one of your "Trade Circular Annuals" for 1871, which I would not part with today for double its cost on account of the publishers' catalogues it contains. This being a small town I cannot afford to keep a large stock of books on hand, but with your catalogue at hand I have often furnished my customers with just the book they wanted, and not unfrequently with books they could not find themselves in Boston.

C. W. Bemis.

[Page 591 reprints THE Uniform Trade List Annual FOR 1873-1874 prospectus]

***The Publishers' Weekly*, (III: 25) Whole No. 75, June 21, 1873, p598.**

We return to the Trade Annual again chiefly to render thanks for the courteous action and cordial cooperation in our efforts, not only of the trade itself, from which there has been but one view in the matter, but also and especially of those who have before engaged in similar tasks. Letters from Mr. Challen and Mr. Kelly will be found in another column, in which those gentlemen have seconded our plans and given us the benefit of their experience in confirmation of what we have before said, with a heartiness which leaves nothing to be desired, and which is worth very much to us for its sympathetic encouragement. Mr. Clarke, also, falls gracefully into line and endorses our present project in such pleasant fashion as he is noted for. We trust to hear also from Mr. F. B. Perkins, of whose experience we should be glad to avail ourselves, and whose well-planned and vigorous labors toward a bibliography of publications 1866-9, while editor of the *American Publisher and Bookseller*, we had neglected to mention. Suggestions are still in order, from any source; they are not only valuable but encouraging to us.

Applications for the Uniform List have come rapidly in since our announcement of our decision to issue the volume; the publishers, as far as heard from, are glad to supply the required lists; there is general acquiescence in the need and usefulness of such a volume, and it promises to be a considerable success. Certainly it has already accomplished one object, that of stirring up the trade to a sense of its needs, and of calling forth a strong trade feeling as to bibliography. If, as we hope, it shall be the means of setting on foot the compilation of a thorough American Bibliography—a cyclopedic task which should enlist the experience of all our best bibliographers—we shall be well satisfied with our work, at whatever unremunerated outlay of time and trouble.

Among the orders so far received for the Uniform Trade List is one from Dodd & Mead for one hundred copies. These they propose to place carefully among their customers, and they will doubtless reap liberal return from their investment. We suggest their enterprising example to other houses, being quite sure that the price put upon the volume will insure publishers furnishing catalogues against wasteful distribution. The more facilities book-buyers are given, the more books they will buy.

LETTERS TO THE EDITOR [pages 599-602]

THE UNIFORM TRADE LIST ANNUAL

CINCINNATI, June 10, 1873.

My Dear Mr. Leypoldt:

I HAVE just finished reading the WEEKLY of the 7th inst., and as the trade is so unanimous about the "Trade List Annual" and so eager for it (at fifty cents) I can stay out in the cold no longer, but give in my adherence also. Put R. C. & Co. down for a dozen copies.

It is a true saying that "a man convinced against his will is of the same opinion still." I, being stubborn, am "of the same opinion still." I don't want to be convinced. I want to think that the "Utopian" catalogue

can be attained, and can be made to pay you if you will undertake it. But the decrees of fate (or the booksellers) seem to have settled the matter for the present, so we may as well let it alone and bend our energies toward making this "Trade List Annual" as perfect as possible, get it off of your hands and into ours, and then the "proof of the pudding is in the eating." In this connection I may say that I think Mr. Gushing, of Houston, makes the best suggestion you have had on the subject, viz., that you devote a portion of the Annual, to be printed by yourself, to those publishers who issue but a few books; make your calculations and give the rates at which you will print their lists by the page or half page, or whatever space they may require. If carried out, this will add very much to the value of the Annual.

I do not repent having written you, as though a man may have little wit himself, yet, like honest Jack, he may be the "occasion of wit in others," so my opposition, though of little avail against such a multitude, has given occasion for the melancholy "bit of editorial autobiography" with which you have favored us—a story of disappointments and discouragements, yet told as lovingly as though you were ready to forgive them even "seventy times seven" times, that it ought to cut to the quick the hearts—if they have any—of those wayward and sinful brethren—the publishers. It is the old, old story, "how often would I have gathered thy children together as a hen gathereth her chickens under her wing, and ye would not." I hope these "children" of the publishers will yet be gathered together, and recorded every one according to his name and his kind, not by tribes. Yours very truly,
ROBERT CLARKE.

New York, June 12, 1873.

To the Editor of the Publishers' Weekly.

MY DEAR SIR: Permit me to express to you my deep feeling of appreciation for your able article in the last number of the PUBLISHERS' WEEKLY on the Catalogue Question. I notice you make use of my name in connection therewith, therefore I feel it my duty to say something on the subject.

You will recollect when, in 1863, I announced the continuation of the "Bibliotheca Americana," that Bibliography was at a low ebb in this country. Nothing save a few stray books appeared in the *Publishers' Circular*, edited by the late Mr. Rhodes. In that year Mr. Childs, of Philadelphia, purchased it, and for the first time in years he gave us a pretty accurate list. In the National Almanac (compiled, no doubt, by the renowned Allibone) of that year, and issued by the same enterprising publisher, was also a valuable list. Then each issue of that journal was filled with communications on the subject of cataloguing; and many were the suggestions as to the best plan for American Bibliography, the most conspicuous of which was by the highly accomplished Mr. Sabin. But, after all the talk and fuss, no one was willing to risk anything in the matter. Finally I undertook the work, and in 1866 completed my first volume. Shortly after Mr. Challen, of Philadelphia announced that he would bring out the next volume. I gladly withdrew; five years' experience was enough for me. Permit me here to quote an instance. I applied to one of our largest publishing houses for information relative to some of their publications, and was told *that when a person entered into an enterprise it was his business to find out, not theirs to give.** •[We could name, as could Mr. Steiger also, other intelligent publishers who have made similar replies.—Ed.] On the failure of Mr. Challen to perform the work, in 1869 a gentleman of this city well qualified to perform the work printed a prospectus and issued a subscription list, but failed for want of support. Then, in 1870, in order to keep my promise with the Trade, to whom I pledged myself to continue the work, I again commenced work, and in October, 1871, it was ready for delivery—after I had worked 20 hours a day for 16 months. Let us

see now how it paid; I give the exact figures. This volume cost for paper, printing, and binding \$2,397.87, and the sales to date are \$2,428.73. These figures need no comment. I have travelled through the States of New York, Pennsylvania, Ohio, Michigan, Illinois, Indiana, Kentucky, Missouri, Iowa, Wisconsin, Virginia, North and South Carolina, Georgia, Louisiana, Mississippi, Connecticut, Massachusetts, Maine, and Rhode Island, and I could fill a good-sized volume with stories of my unhappy experiences. I give one as an illustration: I called on a firm who boast that their sales annually exceed a million dollars. I received the polite answer that they had no need of such a work, and if they had it, would throw it in the waste-basket; but before I left that store their order book was opened and I was asked if I could tell them where a dozen or more books were published. They knew nothing about them. Had they a good Bibliography, they could have traced every one of them. I have also found that great objections were made to the price, and was told that my greed for riches exceeded good judgment. Now to be liberal, and that no one can object to the price, I will, on receipt of 500 subscribers, sell it at \$3, and the first volume at \$2—and on receipt of 1,000 subscribers for the new volume, 1871 to 1876 (now in preparation), before date of publication, will put it at \$3 per copy.

In April, 1872, I announced that I would, on receipt of 300 subscribers, compile a general catalogue of all books published in the United States, from the earliest period to 1861, and arrange it on the same plan as that ideal catalogue which some of your correspondents refer to. But for this country it has been conceded that the last volume of the American Catalogue is superior to it in arrangement, a few mistakes excepted. For instance, the titles under the head of Treatises should be put under the subjects, an error that will be rectified in the next volume. This announcement, I supposed, was a liberal one. Now, let us see if it has met with the support your correspondents predict for such an enterprise. I have sent circulars to all the prominent libraries and booksellers in the country, and made personal application to some, but my total subscription list falls short of 75. Therefore, the plan that I would suggest is for Congress to appropriate sufficient funds for the completion of the work, and print 5,000 copies and send each bookseller a copy gratis.

And now a word on the new Trade List Annual. I am well aware from experience that the publication of this Annual will injure the sale of my catalogue. Nevertheless, I hail with pleasure its announcement, or any "make-shift" that will aid in finding the current prices of books. It will be of great practical value to the bookseller, when taken in conjunction with the American Catalogue; one gives the publisher and the other the current price. May success crown your efforts; and believe me to be Yours truly,
JAMES KELLY.

PHILADELPHIA, June 11, 1873.

To the Editor of the Publishers' Weekly.

DEAR SIR: After carefully reading Messrs. R. Clarke & Co.'s letter to you, and your comments, in which my name is freely used by both parties, and referring to your proposal to issue a "Uniform Trade Annual" similar in the main to the "Trade List Directory" I published in 1867, '68, and '69, I will give as my experience, after personal consultation with every leading publisher in the United States, that it will be useless waste of time and money to attempt a "*Finding* Catalogue," or what would be infinitely more useful, a "Bibliography of American Publications," without "material aid" is guaranteed by houses as abundantly able to give it as your correspondents, Messrs. R. Clarke & Co. are. They can afford to give \$1,000 for such a work, and there are twenty-five and perhaps fifty other houses who would find that

such a work would save them a thousand dollars a year. The enterprise would involve a large investment of capital as well as a liberal amount of brain-work to keep the work in a satisfactory shape.

If R. C. & Co. will be one of 25 to pay \$1,000 to get up such a work, I presume in this city Lippincott, Claxton, Remsen & Haffelfinger, Porter & Coates, J. H. Butler & Co., H. C. Lea, J. B. Cowperthwaite & Co., Lindsay & Blakiston, T. & J. W. Johnson & Co., and other "solid" establishments of this city would join your Harpers, Appletons, Scribners, Randolph, Putnams, Hurd & Houghton, A. S. Barnes & Co., Ivison, Blakeman, Taylor & Co., and other wealthy houses in New York, with J. R. Osgood & Co., Little, Brown & Co., Brewer & Tileston, Gould & Lincoln, Donahoe, Ditson, Lee & Shepard, of Boston ; R. Clarke & Co., Wilson, Hinkle & Co., Applegate, Blanchard, Stevens, and others of Cincinnati; Jansen, McClurg & Co., Cobb, Pritchard & Co., Culver, Page & Hayne, W. B. Keen & Cooke, in Chicago; and other leading publishers and jobbers in Baltimore, Cleveland, Louisville, Nashville, St. Louis, Memphis, New Orleans, etc., would readily make up a sufficient amount to make it a success.

If these houses, on the contrary, prefer to give you a cool assurance that "booksellers and librarians and others (including perhaps themselves) would be glad to buy it at a large price," it will be well to know whether 50 c., \$5, or \$50 is regarded a large price, or you will sink thousands of dollars and have few thanks for your care unless you know definitely what is proposed to be paid for such a work.

In your proposed enterprise the faults I have to find are, 1st, that it is too cheap to allow you to make a valuable work; and publishers, if allowed to print their lists as they please, will not arrange alphabetically according to author as well as title, and will only suit their own tastes without reference to yours, and the majority will not contribute at all, although your proposition is a virtual "free blow." Every publisher should pay his proportion liberally, and allow you to get it up right, as they know you know how to, and give you a margin, in case not enough, to draw for more. If you give the brain-work, they should give the money, and freely. Respectfully,

HOWARD CHALLEN.

WHEELING, W. VA., June 10, 1873.

You will please send me four copies of "The Trade List Annual," by express, as soon as published. I have just read your editorial in the PUBLISHERS' WEEKLY, of June 7, and can vouch for the truth of that portion of your article relating to the application of retailers for publishers' catalogues. I made such application last spring, through the columns of the PUBLISHERS' WEEKLY, and in response received but two lists, and they were of small houses; not one of the leading publishers paid any attention to it. The catalogues I have I am indebted for to my regular correspondents, Messrs. J. B. L. & Co. and C. R. & H., of Philadelphia. I sincerely hope that the publication of the "Trade List Annual" will open the way for a complete systematic American Catalogue, such as you contemplate and the trade hopes for.

J. D. STANTON.

ST. PAUL, MINN., June 7, 1873.

YOUR proposed "Uniform Trade List Annual" is just what I stand very much in need of. Hope it will be well supported, so you may bring it out every year after this.

F. A. TAYLOR.

WILMINGTON, DEL., June 11, 1873.

PLEASE send us two copies of the "Uniform Trade List Annual," when ready. We are heartily in sympathy with your effort to so largely benefit the trade, and think you should have charged double for the work, that it might slightly repay you for your labor and trouble.

BOUGHMAN, THOMAS & Co.

BANGOR, June 10, 1873.

As a bookseller, I could not afford to be without one at any price. It is to be regretted that publishers and booksellers cannot unite and produce the long-needed complete classified catalogue of American publications. Your "Annual," however, will be a great convenience.

CHARLES HIGHT.

NORWICH, CONN., June 11, 1873.

WE heartily approve of your plan for a "Trade List Annual," and hope you may meet with a measure of success which will warrant the attempt to furnish at no distant day something more perfect and complete.

Please send us two copies.

M. SAKFORD & Co.

TOLEDO, O., June 10, 1873.

PLEASE add our name to list of subscribers for two copies. We find your WEEKLY our best source of information regarding new books, and have it in constant use. We have no doubt we shall find the "Annual" equally useful.

BROWN & FAUNCE.

The Publishers Weekly.

COLUMBUS, O., May 19, 1873.

PUT us down for two copies of "Uniform Trade List." We have for many years felt its need.

RANDALL & ASTON.

HAMILTON, CANADA, May 6, 1873.

DEAR SIR: We have just read your article, "A Trade List Annual," in the current number of the WEEKLY, and think the idea an excellent one. We could ourselves dispose of say six (6) copies to good advantage, and if the idea is carried out, you will please put us down for that number.

LANCEFIELD BROTHERS.

WINCHESTER, VA., June 11, 1873.

WE are much pleased with the idea and hope it a success. ... A work which we have felt much need of. ... Hope to see next a complete catalogue of all American books that are in print, alphabetically arranged, both by titles and authors, with names of publishers and retail price. Such a work we will be willing to pay a good price for, and hope some one will soon undertake it.

HITE & WALL.

SAN FRANCISCO, June 4, 1873

WE must acknowledge that it is mainly because the WEEKLY is so good, so much better than anything we have had before, that we have wanted three copies, and have been vexed when we received only one or two. There is one feature we wish you could be induced to add to the many useful lists compiled in

your columns. We should like each week a distinct list of titles entered for copyright in the Library of Congress, showing by whom they are entered. This would, of course, contain many titles of books which never will be issued. Another list of books actually received in Copyright Department would be very useful.

W« should be pleased to join in the "Uniform Trade List" if you will advise us of the number of copies wanted. We need, of such a catalogue, four copies, for three library patrons and ourselves. We shall aid your enterprise in any way, and would take three or four copies of almost any bibliographical publication.
SUMNER WHITNEY & Co.

CLEVELAND, O., June 10, 1873.

WE want two copies Uniform Annual, which will be a handy thing, we judge.
INGHAM, CLARKE & Co.

PHILADELPHIA, June 10, 1873.

WILL be glad to furnish our Catalogue for "Uniform Trade List." I am under the impression that I will receive information of the time and number of copies wanted, and place myself in communication with you that my list may not be overlooked.
ALFRED-MARTIRN.

NEW YORK, June 10, 1873.

WE think favorably of your plan of publishing a general catalogue, and shall be pleased to contribute to it.
A. J. BUCKNELL & Co.

NEW YORK, May 20, 1873.

I APPROVE heartily of your plan for a "Trade List Annual." Please consider me as an applicant for the same.
F. B. PATTERSON.

PHILADELPHIA, June 11, 1873.

PUT us down for two copies of "Uniform Trade List Annual." We will print our trade list to go in it as soon as the size and quantity are fixed upon by you. Hope it may succeed.
SMITH, ENGLISH & Co.

FARIBAULT, MINN., June 13, 1873.

WE hope you will see your way clear 'ere long to commence a complete Finding Catalogue.
ANDREWS & PALMER.

CAZENOVIA, N. Y., June 12, 1873.

ENCLOSED please find P. O. money order for \$1 in payment for two copies "Uniform Trade List Annual." I think no bookseller can afford to be without it.
W. W. WATKINS.

ANDOVER, Mass., June 16, 1873.

ENCLOSED I send \$1 for two copies of your "Annual Catalogue." If you have issued any directions, etc.,

respecting the size of paper and other items, please send a copy.
W. F. DRAPER.

PHILADELPHIA, June 17, 1873.

PLEASE put down our name for five copies of your "Uniform Trade Catalogue." We are printing a new catalogue of our own publications, which will be of the proper size to insert, and we will have it ready for you in good time.

PORTER & COATES.

BALTIMORE, June 17, 1873.

I HAVE often felt the need of such a work as the "Trade List Annual." Please find enclosed one dollar for two copies of the one you propose issuing this summer.

EUGENE R. SMITH.

SCRANTON, PA., June 17, 1873.

I AM glad to notice that your plan for book of catalogues is meeting with so much favor among the trade. Something of the kind is very much needed every day by all dealers having any trade in miscellaneous books. I agree with Messrs. Nims & Co., that the publications of the small houses are more trouble to find out about than those of the larger and better-known houses. I trust that you will meet with the necessary encouragement from all concerned to make the undertaking a success. We want it to be so, so much that you may put us down for three copies at any price.

M. NORTON.

ATCHINSON, KANSAS, June 6, 1873.

PUT us down for 5 copies "Trade List Annual."

R. A. HEIM & Co.

LOUISVILLE, K.Y., June 13, 1873.

WILL be glad to have our List inserted.

JOHN P. MORTON & Co.

BALTIMORE, June 17, 1873.

PLEASE put my name down for three copies of that excellent project of yours, the "Uniform Trade List Annual."

J. P. DES FORGES.

NEW YORK, June 7, 1873.

PLEASE send us 100 copies of the "Trade List Annual.

DODD & MEAD.

[Page 611 reprints THE Uniform Trade List Annual FOR 1873-1874 prospectus]

The Publishers' Weekly, (III: 26) No. 76, June 28, 1873, p623-626; 635.

LETTERS TO THE EDITOR.

The interests of the trade cannot be better served than by a full discussion by its members of all questions which affect it. Our columns are always open to communications on all such subjects, and we cordially invite the trade to express any suggestions or opinions of interest or value in Letters to the Editor.

The Catalogue Question.

OFFICE "OLD AND NEW," BOSTON, June 23, 1873

To the Editor of the Publishers' Weekly.

MY DEAR SIR: Your reference to me in the WEEKLY of day before yesterday startled me; however, as the late Col. Newcome observed, "Adsum." First: I will take two copies of the "Uniform Trade List," and will try to provide a sale for some more.

Second: I am glad you are going to make it. No such work pays, nor is it possible to make it perfect; but every contributor helps, and I believe that with proper engineering you can place an edition of the "List" that will return you the expenses, and something more.

I have always found the trade very civil and accommodating in giving me items about books. Perhaps this was in part because I tried to avoid men that I knew were canine or swinine [sic] by nature. These are, however, very few in the book business. But I always asked for my facts as if for a favor, and I never asked when I could root them for myself.

It is very desirable that the "List" should be uniform in method; but this can hardly be expected. If the case permits, this could be partly remedied by an alphabetical index list of very short titles, referring to page of full entry. After doing a good deal of indexing and cataloguing of various kinds for about twenty years, I have concluded that the best one kind of catalogue of books, if but one can be had, is the alphabetical one by authors' names. The next best is that by titles of books; the third test, that by subjects. This means, that cataloguing depends on mere form for convenience, more than on accurate classification of knowledge.

I suppose the most extensively convenient list of books, taking everything into account for the present day, would be a very business-like list, not learned nor elegant at all, to give these items: First: *names of books that can not generally be found for sale; including standard works, and such as are having a temporary sale at present.*

Second: Description of editions, if there are more than one, in the usual business way, by number of volumes, size, binding and paper, and retail price (in paper, cloth, half binding or whole binding, or all if so furnished).

Third: name of publisher of each edition.

I was recently asked for a list of books suitable for a certain class of libraries, and in reply gave a very short specimen of such a list as that just suggested, and explained that it would cost a great deal to prepare it. My correspondent, not technically bookish, but a man of business and of great intelligence, saw the point, but urged me to complete such a list, feeling sure that I should get both fame and money, and I should do good besides. I didn't doubt him on the good; on the fame and money I knew to the contrary, for I knew the substance of my friend Mr. Kelly's communication to you of the 12th, and besides, I meant at one time to publish the very list which forms his second volume, and even had most of the matter nearly ready for printing. I prepared the figures for manufacturing the volume, and canvassed a little among publishers. I found I could sell a few hundred copies, but not enough to give me anything for time

and services. So I very readily gave up the idea, and bought a copy of Mr. Kelly's book instead. It is a very useful book. I'm greatly obliged to Mr. Kelly; and I'm very glad I didn't publish it.

It's a missionary enterprise. You must do it "seeking for nothing again," if you want to keep your temper; and then any disappointment will be an agreeable one. If I can serve you about it in any way, I will very gladly do so to the best of my ability. Don't print this scattering letter unless you are sure you had better; cut it or sum it. In any event I wish you all success, and am, Yours very truly,
FRED. B. PERKINS.

[We decline to cut a single word. There is none too much. More will be most welcome. We agree with Mr. Perkins' idea of a "business-like list." The short title will answer, but in order to produce a practical Finding List, the three methods—author, title, subject—should be combined. The latter two could be modified. Where the subject is distinct, the subject is of more importance than the title with incidental prefixes.—ED.]

NEWPORT, R. I., June 17, 1873.

To the Editor of the Publisher' Weekly.

I HAVE been endeavoring since 1846 to satisfy myself with catalogues. I have in my collection Roorback's and Kelly's Catalogues from 1820 to 1871; the London Pub. Cat. for 20 years; the Catalogues of the Astor, Mercantile and Boston Public Libraries; De Bure, Brunei, and Lowndes, with more than one hundred and twenty-five Publishers' Lists, arranged and indexed, and yet what I need most in my business are catalogues.

Your "Educational Catalogue" seems to me the most thorough and complete of anything I have seen, and I hope that some one may be enterprising or benevolent enough to make an Annual Catalogue of all American Books with as much care as is shown in that. I do not think that your "Trade List Annual" will supply the want, but it will be a help certainly, if it does not hinder the undertaking of a complete catalogue. I will take a copy or more, if more is needed to insure your undertaking it.

I would like to add that the PUBLISHERS' WEEKLY is the most useful of any of the Literary Bulletins that I have ever had, and I think I have tried them all.

CHAS. E. HAMMETT, Jr.

QUINCY, ILL., June 18, 1873.

To the Editor of the Publishers' Weekly.

WHILE the "Annual" will undoubtedly be a great improvement on individual catalogues (of all shapes and sizes), yet it will in no sense fill the gap or void due to our lack of a proper bibliographical record of all books published in the U. S., such as Kelly proposed getting up. Bookselling is but a small part of my business, yet I feel that I could afford to pay even \$50 for such a work, and to think that Mr. Kelly could not find three hundred dealers to pay \$15 each! It's a disgrace to the trade! The time will come soon, I hope, when some one will take hold of the matter who will succeed in waking up the dealers and publishers to the importance of it. I would that Mr. Clarke would try his hand at it. I don't wonder that you are "sore," but what you have done will go far toward making success probable in the future. You have my hearty thanks for all you have clone and are doing. Please send two copies "Trade List Annual."
T. D. WOODRUFF.

PHILA., June 23, 1873.

To the Editor of the Publishers' Weekly.

WE have received this morning your circular in reference to the "Educational Catalogue;" but, as we do

not now publish any "School Books," we have no occasion really to reply. We drop this line to say so, however, so that you may not put us in the class of careless and indifferent ones, where we do not belong.

We are watching with great interest your efforts to improve the habits of "the Trade," and increase our intelligence, and highly all you have done and are doing, and wish you much greater success than so far has rewarded you. We do not see how it is that booksellers are so blind to their man interests as to be so indifferent to such labors for their good. We would gladly give almost any price for a complete American Bibliography, i.e., as nearly complete as it might be, like the "English Catalogue," and hope the time will yet come when you will be induced to prepare it, with certainty of being paid for it. Yours very truly,
SMITH, ENGLISH & Co.

VICKSBURG, Miss., June 20, 1873.

I HAVE watched with much interest your movement towards publishing a "Uniform Trade List Annual." It must be acknowledged by all booksellers that any effort towards doing something in such a praiseworthy and much needed enterprise, should be encouraged and welcomed with great joy by every one dealing in books. But agreeing more fully with the plan of Mr. Robert Clarke, of Cincinnati, I think that a work of the nature you propose to publish, should be as full, complete, and perfect as possible; and such an undertaking does not admit of being gotten up in a hurry, for if a work of this kind is worth doing at all, it is worth doing well. Such a "Finding Catalogue" as Mr. R. Clarke mentions is just what is most needed, and such an [sic] one would be more fully appreciated by every bookseller and librarian. It would give me in general satisfaction, and would pay the editor and publisher better in the end. For many years I have been collecting all known trade lists and catalogues of all American publishers, and I have yet to see a good "Finding Catalogue." A perfect one, of course, is an impossibility. As the book business is now cut up into so many different branches, the absolute need of a good "Finding Catalogue," one containing the lists of every publisher in the United States—large and small—is the greatest need of this literary age. I will take a copy of your "Uniform Trade List Annual" to help this beginning of a good cause.
H. C. CLARKE.

THE UNIFORM TRADE LIST ANNUAL

ST. Louis, Mo., June 16.

Please send us five copies "Trade List Annual."
ST. Louis BOOK & NEWS Co.

CHICAGO, ILL., June 16.

You may put us down for two copies of the "Annual." We wish to furnish some pages containing our catalogue.
ADAMS, BLACKMER & LYON PUB. Co.

MILWAUKEE, Wis., June 16.

Your article in June 7th WEEKLY on the Catalogue Question is most admirable. The "Trade List Annual" will be welcome.
STRICKLAND & Co.

TERRE HAUTE, IND., June 18, 1873.

I AM glad to know that your efforts to publish the "Trade List" is crowned with success. 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. After the "Trade List" is published, will not Robert Clarke, yourself, or some one competent to make the work complete, undertake the task of bringing before the

trade a complete Finding List? Every bookseller must daily feel the need of such a list.
A. H. DOOLEY.

RIVER POINT, R. I., June 18.

I think your plan is good. The "Annual" is just what we need at present.

I. F. CHASE.

MIDDLETOWN, N. Y., June 18.

Please increase our order for the "Uniform Trade List Annual" to three copies instead of one, as originally ordered. 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. And if the success of your WEEKLY may be taken as an earnest of that of the "Annual," we, at least, shall be satisfied with the result.

MORGAN & ROOSA.

ATHENS, GA., June 18.

We could not get along without your PUBLISHERS' WEEKLY, and we dare say that there is not a retail dealer in the country who has not felt the need of just such a book as the "Uniform Trade List." To make it really valuable, however, every publisher in the country ought to see that his catalogue is included. Put us down for two copies.

BURKE & HODGSON.

WASHINGTON, D. C., June 20.

Please send to this library, when out, two copies "Trade List Annual."

A. R. SPOFFORD, Librarian of Congress.

KNOXVILLE, TENN, June 16.

We are much pleased to know of your plan for a "Uniform Trade List." It is precisely what we need, as it saves much trouble in collecting the thousand-and-one "Cats." of as many publishers. *We hope to see the net price done away with*, as we prefer to show our customers retail prices only. Please put us down for three copies. We would be glad to pay \$10 for a complete catalogue of all American books published—if such a book could be gotten up—giving prices and publishers, titles and authors.

WILLIAMS, STURGIS & Co.

PALLADEGA, ALA., June 17.

Your "Uniform Trade List Annual" meets a long felt want by the dealers. You certainly deserve great credit for your zeal in our behalf, and merit the encomiums of the entire trade for your annual bibliography. Put us down for two copies.

SKAGGS & SON.

GRIFFIN, GA., June 17.

We trust that your enterprise, which is really a charity to the retail trade, may receive the greatest encouragement.

H. T. BRAWNER & SON.

GRAND RAPIDS, MICH., June 18.

Send us three "Uniform Trade List Annuals."

EATON, LYONS & Co.

NORWICH, N. Y., June 18.

We thank you most heartily for your effort to aid retailers, and hope your success may equal your deserts.
BARBER & WHITCOMB.

PROVIDENCE, R. I., June 19.

Send us five "Uniform Trade List Annuals."
TILLINGHAST & MASON NEWS Co.

BINGHAMTON, N. Y., June 18.

Please send me two copies "Uniform Trade List Annual." When that catalogue with authors' names and titles of books, takes shape, the price will be no object, no bookseller can afford to do without. Roorbach's and Kelly's books are invaluable, but don't begin to meet the want.

H. E. PRATT.

MONMOUTH, ILL., June 18.

I have already done for myself what you propose, but, of course, not so well. My books of catalogues now number eleven volumes, of various sizes, lettered A, B, C, etc., and indexed in one general index, and covering the whole range of things mainly sold by retail dealers. I could not get along without them. It costs some trouble and expense to put them up, but pays many times the cost. Please send two copies "Uniform Trade List Annual."

R. S. McCLENAHAN.

LINCOLN, NEB., June 19.

WE think the "Trade List Annual" will be very valuable, and we want a copy.
LEIGHTON & BROWN.

TRAVERSE CITY, June 19.

AM very glad to learn that the enterprise is to be put through. Send 2 copies of the "Annual."
S. C. FULLER.

NEW YORK, June 21.

PUT our name down for two copies of "Trade List Annual." We will send our catalogue, printed, when you want it.

CLARK & MAYNARD.

CHICAGO, ILL., June 20.

Send, when ready, ten "Trade List Annuals."
WESTERN NEWS Co.

KANSAS CITY, Mo., June 20, 1873.

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.

PETERSBURG, Va., June 23, 1873.

PLEASE add my name for two "Trade List Annuals" to the rest who wouldn't do without it. I don't see how you can fail to meet with all necessary aid and encouragement on the part of the publishers! I have no doubt it will facilitate references more readily than anything else, and save much time.

Jos. VAN HOLT NASH.

WORCESTER, MASS., June 23.

Please increase our order for "Annual" to twelve copies We intend to place them in the hands of our best bookbuyers (free).

GROUT & PUTNAM.

PHILADELPHIA, June 23.

You may put me down for one "Annual." I also desire my list to appear, and will print as soon as you fix the date.

CHAS. DESILVER.

PHILADELPHIA, June 23.

We will take 5 copies of the "Annual," and will furnish our trade list.

LINDSAY & BLAKISTOS.

PHILADELPHIA, June 21.

As all the trade are sending their suggestions in regard to the "Annual," permit me to offer one. Let each publisher mail you a proof of list before stereotyping; you arrange them alphabetically, and number them, then return to each publisher, who could have the number of page set up and the plates cast. In this way, it seems to me, any list could be more easily found than by the mere alphabetical arrangement. I suppose the work is to be indexed. Also, to make the work uniform, let each publisher, when printing, endeavor to match, as nearly as possible, the paper upon which the WEEKLY is now printed, so that we may not have a work composed of different shades and weights of paper.

OCTAVO.

NEW YORK, June 25, 1873.

WE shall be glad to furnish catalogues of our publications for your "Annual," and hope you may meet with great success in it. Please put us down for nine copies, as we shall need one for each of our agencies, at least

AMERICAN TRACT SOCIETY, H. E. SIMMONS, Bus. Agt.

[Page 635: reprints THE Uniform Trade List Annual FOR 1873--1874, NOTICE TO BOOKSELLERS] .

The Publishers' Weekly, (IV: 1) No. 77, July 5, 1873, p11-13.

We regret to perceive from a few letters, one of which will be found in another column, that the character of the "Indexes" which have been promised for the forthcoming "Uniform Trade List Annual" has been misunderstood by some subscribers. We beg to refer to the editorial on the "Catalogue Question" in the number for June 7; the communications of Mr. Kelly and Mr. Challen (June 21), and of Mr. Perkins (June 28), and others in the same numbers, where it was conclusively demonstrated by arguments based on experience that a Finding Catalogue or an Index of American Books, arranged by author, title and subject, with the thousands of cross references, is, perhaps, a work reserved for a future bibliographer, but, for the present, a hopeless task.

The Indexes mentioned in our prospectus to booksellers are merely to be indexes of contributors, consisting of a list of the houses represented in both parts of the volume, arranged in one alphabet, to show at a glance where to turn to a desired list; and a classification of the same firms according to the specialties, under such headings as Religious, Educational, Science, Law, Medical, etc., to facilitate

reference in selecting stock or making up libraries. It is the least that can be done, but the most we are justified in undertaking. We shall be happy to lend our assistance to the compilation of the much-needed practical "Finding Catalogue of American Books in Print," whenever some of our wealthy firms will come forward, and, "solely in the interest of the book trade," back the enterprise, no matter who may undertake it.

LETTERS TO THE EDITOR.

Special Notice.—The subscription list of the "Uniform Trade List Annual" will be closed on the appearance of the Educational Number, in which a final statement of subscriptions received will be made. Confining ourselves to the quotation of individual opinions and suggestions, we mention the following as specially noteworthy among the numerous subscriptions received during the past week: Claxton, Remsen & Haffelfinger, 50 copies; E. B. Smith & Co., Detroit, 4; Nelson & Thillips, N. Y., 5; Hadley Bros., Chicago, 10; John M. Miller, Pottsville, 6; Geo. W. Gleason, Columbus, O., 10; J. C. Blair, Huntingdon, Pa., 10; Mason, Baker & Pratt, N. Y., 5; Turnbull Bros., Baltimore, Md., 4; E. D. Mernam, Greenfield, Mass., 5; De Witt C. Lent & Co., N. Y., 20; Martin Taylor, Buffalo, N. Y., 5; Randall & Aston, Columbus, O., 12. Total of subscriptions to first of July, 715.

THE UNIFORM TRADE LIST ANNUAL.

Huntingdon. Pa., June 27, 1873.

To the Editor of the Publishers' Weekly.

Put me down for 10 copies of the Annual you are getting up, instead of 5 or 6 as ordered some time since. I think a printed card or label pasted on the side of the book, something like the sample below, would be a good idea as a reminder to the parties using the Catalogues that the party presenting will supply the books, etc., advertised in the Catalogues, and by constantly keeping the fact in view will keep the favor fresh in the customer's mind. I am ordering for some customers (one each as a gift) who are every now and then in to examine my old Challen list and your Trade List—my only stand-bys. This label could be printed, leaving the names blank, which could be filled in by the bookseller.

Mr ... Presented by ... No ...
... Bookseller.

All books, maps, supplies, stationery articles, etc., etc., advertised in this catalogue, promptly supplied. Your orders are solicited.

It is true that the bookseller furnishing the Catalogue would probably get the orders for books, especially at first after the books were received; but by and by the matter would be forgotten. I think the label referred to would answer in a measure to meet the desired end. The printing of the labels could be done better at New York and put on where the books are bound, and the bookseller seeing them would naturally use them, and so reap some benefit thereby. The label could be changed to something probably more to the point, but I think the idea might be worth something. Please reply what you think of it,
J. C. Blair.

[We think the suggestion so good that we may adopt it with some modification.—Ed.]

Baltimore, June 23, 1873.

The idea of the "Uniform Trade List," with alphabetical indexes, is a capital one. The trouble of Mr. Challen's was that he had no index of authors or books, and unless you knew the publisher you could not find the book; and as a very general thing few persons ordering books mention the publisher, even if they happen to know it. Not only an index of authors, but also an index of subjects is very essential to make a trade list complete, as many books are published without authors' names; besides the latter enables you to present to a customer the different works on any particular subject.

John B. Piet.

The Publishers' Weekly, (IV: 1) No. 77, July 19, 1873, Educational Number, page 83:

July, 1873.]

Educational Number.

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NO SUBSCRIPTIONS RECEIVED AFTER AUGUST FIRST.

THE
Uniform Trade List Annual
FOR 1873-1874,

Consisting of a Collection of the latest Catalogues and Trade Lists of American Publishers, and Wholesale Stationers, arranged alphabetically, and preceded by an Index of *Contributors*, bound up in one volume, for ready reference, will be published under the following conditions:

1. *The price will be fifty cents per copy, which will cover the probable expense of binding.*
2. *The subscription list will positively be closed on August 1, when the publishers and manufacturers will be notified of the number of catalogues and trade lists needed.*
3. *No subscriptions can be taken in account that have not been paid up when the number of copies to be printed shall be determined upon, as the small amounts will neither bear the trouble, nor the expense and risk, of numerous accounts, bills, statements, and subsequent collections.*
4. *Mode of dispatch must be stated in every application. As the volume will be a heavy royal 8vo, much expense can be saved by having it sent through the New York jobbing houses.*

For further particulars see PUBLISHERS' WEEKLY for May and June.

F. LEYPOLDT, Publisher,

37 Park Row, New York.

The Publishers' Weekly, (IV: 4) No. 80, July 26, 1873, p118-119.

LETTERS TO THE EDITOR.
The Uniform Trade List Annual.

To the Editor of the Publishers' Weekly.

New Orleans, La., July 13, 1873.—We thank you for the zeal and energy you display in forwarding the interests of booksellers. In lieu of a complete catalogue we think the "Uniform Trade List Annual" is the next best thing we could have, and we are glad that there is at last a prospect of getting that. We trust that every publisher in the country will send his lists. We have tried every means to keep publishers' catalogues, resorting at last to "pigeon-holes," and in nine cases out of ten Challen's Compilation would have to be used, which has satisfied us that the "Annual" is a good thing, and we hope it will succeed. We shall rebind a copy and interleave it so as to be able to add the books issued every month or week. Please send twenty copies as soon as ready. If it should cost double, or more, we will cheerfully pay the additional cost.

Kain & Co.

To the Editor of the Publishers' Weekly.

San Francisco, June 30, 1873.—Please deliver two copies "Uniform Trade List Annual"; also, one copy, by mail, unbound. We need this last copy for binding here. Our intention is to insert blank leaves at the end of each catalogue, so we can keep up with the publication of each house.

Payot, Upham & Co.

To the Editor of the Publishers' Weekly.

Marietta, O., July 18, 1873.—Please put me down for two copies of the "Uniform Trade List". 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. I trust you will succeed in this good enterprise.

I have not rushed into print on the subject of underselling, but have felt the wrong deeply, and discussed the subject with ray brother booksellers, and prayed the curse might be removed.

C. E. Glines.

To the Editor of the Publishers' Weekly.

Fort Dodge, Iowa, July 3, 1873.—Would that there was more attention paid to the simplifying of all catalogues in the different branches of trade. Business men could better afford to pay the printer for extra copies than lose their time in seeking what they desire to know by wading through an endless bundle of circulars, from the size of a postage stamp up to a blanket sheet. Put me down for a copy of the "Annual."

J. Swain.

To the Editor of the Publishers' Weekly.

Chicago, July 18, 1873.—We had intended earlier to give in our adherence to the "Uniform Trade Annual." Please send us six copies. We hope it will be only the harbinger of something better.

Allow us to thank you for your remarks in No. 77 of the Weekly on the subject of Subscription Book Publishing by general publishers. They are eminently just, and we have never seen the matter so fairly put.

Jansen, McClurg & Co.

The Publishers' Weekly, (IV: 5) No. 81, August 2, 1873, p140-141.

A National Bibliography.

If the suggestion of our plan for a "Uniform Trade List," which now has taken shape and will soon be a realized fact, had fallen to the ground, and brought forth nothing but the discussion of the "Catalogue

Question" in the Publishers' Weekly, we should consider it again. Never before has the trade taken up any question with such vital interest; nor have so many booksellers expressed their opinion on any one subject. In whatever their opinions may differ, they all agree on one point, that something in the shape of a general catalogue is needed for assistance in conducting the book business.

A general catalogue of the books of his country is as indispensable to the bookseller as a compass to the sailor or a Bible Concordance to the preacher. The librarian, bookseller, and student are almost equally at a loss for it. Everybody interested in books needs it and demands it, and any one familiar with foreign bibliography is at a loss to understand the unsupplied want. The American publisher alone don't seem to mind it He prints his own catalogue very handsomely and gives it away freely. There is an end of his interest in bibliography.

We do not indulge in the dream of an "ideal catalogue" forming a full-title record of every leaf that bears an American imprint—an enterprise which would require years of labor, and which never could be realized without the support of an Astor. But what the Trade most needs, and the sooner given the better, is what has been properly called a "Practical Finding List." It may be an economic condensed title Record, confined to the books in the market, but in reference to those it should invariably answer the questions, Is there such a book? What books can be had on such subject? When and where were they published? Who is the author of —? What other books by the same author are in the market? Who are the publishers? What is the price?

Such a catalogue, in the hands of the intelligent bookseller and librarian, and accessible to students and readers, will be of lasting benefit to the publisher, who, for temporary profit, may continue to distribute his own catalogue with increased advantage. But his catalogue can not reach all the seekers for information on literature that would daily consult a General Catalogue, and might order many of his books if they could only learn of their existence just when needed. And this is the point. For even if the publisher's catalogue could reach them all, it would reach most of them when they would not need his books. The difference between the working of a publisher's catalogue and a General Catalogue is somewhat the same as that between a show window and a full and well-assorted stock within. The passer-by may occasionally pick up a book from the window, but the man who needs books walks in.

As stated before, we are ready at any time to undertake or aid any enterprise tending toward a "National Bibliography," provided it will receive the pecuniary and moral support of our leading publishers. They have thus far, with the exception of Mr. Robert Clarke and a very few others, shown no sign of encouragement beyond the contribution of their Lists to the "Uniform Trade List Annual."

It is true that the dealer, who will be directly benefited by such enterprise, should pay for value received, and he has shown his readiness; but this is not enough, while it is equally true that the publisher finally will reap the chief benefit, and that he too should contribute his share. This share is to consist not only of dollars and cents, but much more of practical aid to the compiler when seeking information.

We should be glad to have some plan suggested by which the co-operation of all our practical bibliographers could be secured for this enterprise, such as Mr. Perkins, Mr. Kelly, Mr. Challen, and others. For the present we recommend the letter of our intelligent Omaha correspondent, and invite further discussion.

It is not surprising that the results of the pernicious practice of underselling begin to rouse the honest and injured dealer. We print to-day the communication of a fact which needs more than a passing notice. We will return to it in one of our forthcoming issues. We wish to get in possession of all available material necessary to illustrate and expose all the evils of underselling and unfair competition, and shall be glad to receive from the trade any information that can be used in an upright contest.

In closing the subscription list of the "Uniform Trade List Annual," we beg to express our thanks to booksellers as well as publishers for their interest in the enterprise, practically demonstrated by prompt subscriptions and promised contributions. We have the satisfaction to state that in our "Notice to Publishers" (to be served immediately), we shall have to call for 2,000 copies of their lists, which will be needed for the supply of subscribers and contributors. It is desirable that the Annual should be issued as early as possible, and it will depend on the publishers alone to have it ready early in September. We hope that this satisfactory result of the united action of the trade will form the groundwork for something better.

LETTERS TO THE EDITOR.

A National Bibliography.

To the Editor of the Publishers' Weekly.

Omaha, Neb., July 18, 1873.—We wish to add our sincere thanks to the many already expressed, for the yet further service you are about to render the book trade by publishing the "Trade List Annual." We have no doubts of its success, though we must regretfully entertain Mr. Perkins' belief that it must be a "missionary enterprise" on the part of the compiler. We are pleased to note the correspondence called forth by the announcement of the "Trade Annual." It may be looked upon as indicating, in a measure, the interest felt in our great want—a national bibliography.

Certainly this is a great want, of not only the American book trade, but also of our numberless literary men and students. The "Roorbach" and "Kelly" catalogues are very serviceable, especially the latter, but their inconvenience in being arranged under so many alphabets, and the incompleteness and frequent inaccuracy of the "Roorbach" will induce those who possess them to be among the first to eagerly welcome a new catalogue, as nearly complete as the employment of a competent and sufficient force can make it. And those who, from the scarcity and consequent high price of "Roorbach's Bibliotheca," are without even that, certainly must feel a continual want of a complete catalogue. It is a disgrace to the American book trade that it has suffered itself to remain so long without what is such a daily need. And the more the shame, when we think of how many competent bibliographers our country can boast. Why should we be behind Germany, England, France, Denmark, and Norway in this respect?

There is, then, no question of the need of a complete American catalogue, nor that competent persons can be readily found who are willing to undertake it, *provided* they are given some reasonable assurance of sufficient money support. This support it behooves the book-dealers to pledge without further delay. As to the suggestion of Congress doing the work, we dismiss the thought with a reference to your note appended to Messrs. Hall Bros.' letter in the Publishers' Weekly of July 5th.

Why not act upon Mr. Challen's suggestion of finding out "whether fifty cents, five dollars, or fifty dollars is considered a large price for the work," by allowing the pages of your Weekly to contain expressions of the dollars-and-cents interest felt in the project by those who have it at heart?

Every bookseller carrying a stock of five thousand dollars' worth of books can afford to pay fifty dollars for a complete catalogue, or even for a short-title finding list. The latter would be in most cases as practically useful as the former. We have, as a matter of interest, scanned the pages of the last few numbers of the Weekly, and made a note of such correspondents as directly offer the above sum or more, and such others as, from their expressions concerning the matter, we may safely conclude would subscribe at least an equal amount; and find eight persons willing to pay fifty dollars for a complete catalogue. We gladly add our own name to the list, making in all nine, and we believe that, if called upon, the list would soon become a long one.

Allow us to appeal to you, through your love for our trade, that you will keep the ball, now started, rolling, and the day may be not far distant when we can hail with due pride a national bibliography.
L. Thorvel Solberg.

To the Editor of the Publishers' Weekly.

New Orleans, La., July 18, 1873.—I will invest \$25 in such a work as the catalogue proposed, if it can be furnished at that, rather than longer "bear the ills we have." Hoping you will see your way to the undertaking, I am respectfully, etc.,
W. D. Matthews.

The Publishers' Weekly, (IV: 6) No. 82, August 9, 1873: Michigan copy missing IV6/82: Aug 9 title page [p153] to page 170 (of IV7/83): lacks all editorial content for issue 82. Minnesota volume also tp[153] and missing [154] to 169. Harvard copy: Aug 9 tp153] then missing to 169.

The Publishers' Weekly, (IV: 7) No. 83, August 16, 1873, p. 175-176.

A National Bibliography.

The recent discussions brought on by the Publishers' Weekly, in relation to the " Catalogue Question" and the " Uniform Trade List Annual," have fully disclosed the two great trade wants: 1, a general Catalogue or systematic Record, for easy reference, of all books in the American market; 2, a current Record of new and forthcoming books, for prompt trade information, as attempted by the Publishers' Weekly.

The General American Catalogue will be made sooner or later. Whether the work is reserved for us or not, we have the satisfaction that the Publishers' Weekly has left no stone unturned that might be turned to a building stone. Our efforts have not been without encouraging results. We refer with pleasure and gratitude to the many letters of intelligent booksellers, who are capable of understanding the meaning of a good Catalogue. Even some of our publishers are now becoming awake to the importance of a "National Bibliography." We have already mentioned our staunch supporter Mr. Robert Clarke, who, we admit, is more hopeful on the subject than we possibly can be, after all our sad experiences. We have before us a letter from one of our younger but most active publishing houses. We regret, that perhaps the modest desire not to assume, in this connection, a prominence which he may think more becoming to our leading houses, has induced the writer to request us not to mention his name.

He says, " If there is any chance of your getting up a proper American Catalogue, my concern can be counted on for \$100—in any shape you wish, either as out and out contribution in so good a cause, or otherwise. If other houses will, according to their ability, subscribe in the same proportion, I think the thing could be made worth your while."

If only half a dozen other houses, whom any one can name, would subscribe "according to their ability in the same proportion"—if only one of those whom we could name would do it, the work could proceed at once. We should not be surprised that their voluntary advance of a working fund could, after publication of the work, be returned in full, or reduced to the sum of a regular subscription. It is probable that even before the work is placed on the market, the demand for it, not only in this country, but also in Europe, would reduce the price to a sum which the smallest live dealer can afford to pay. Whether this price shall be \$50, or \$25, or less, will depend on the number of subscribers. Any calculation at present can only be guess-work. In order to start the enterprise it is necessary that every one who may be benefited by it should say so at once, should he back it only with a *bona fide* \$15 to \$25, or with a conditional \$50 to \$1,000.

We shall have to make some new remarks on the second want—prompt trade information—in another number.

LETTERS TO THE EDITOR.

A National Bibliography.

New York, August 9, 1873.

To the Editor of the Publishers' Weekly.

Dear Sir: Although not directly interested in the American book trade—confining myself, as you know, to the importation of foreign books—I feel so much the want of a good Bibliography, that I wish you to put me down as the tenth subscriber to it, at fifty dollars.

You ought not to begin with this undertaking until you have secured at least 250 responsible subscribers, and I trust that you will soon have them. The great difficulty seems to be, that the majority of the American booksellers have not yet had the opportunity of appreciating a complete Catalogue, as the most necessary tool for a successful retail book-business. Yours very truly,
F. W. CHRISTERN.

NEW ORLEANS, LA., Aug. 8, 1873.

To the Editor of the Publishers' Weekly.

We read with pleasure the letters published in the PUBLISHERS' WEEKLY in reference to a Complete Finding List, and we are glad to see that the trade are taking some interest in this matter, and we are satisfied that money enough can be obtained by subscription to warrant you in undertaking such a work.

We are authorized by our predecessor, Mr. A. Eyrych, to say that he will subscribe \$25, which, if necessary, he will increase to \$50 for such a work, and we add our name on the list under the same conditions. Respectfully,
KAIN & Co.

The Publishers' Weekly, (IV: 8) No. 84, August 23, 1873, p. ???

**Michigan copy missing pages 182-199: most August 16 IV7/83, first pages of IV8/85 August 23.
Minnesota copy missing August 23 issue: p183-200.**

The Publishers' Weekly, (IV: 9) No. 85, August 30, 1873, p207.

We are glad to say that the "Uniform Trade List Annual" is progressing rapidly: we are now receiving the catalogues of publishers in proper shape every day, and think we can safely promise the work by the latter part of September, at the latest. We again urge that there be no delay on the part of publishers who have not yet printed or forwarded their lists; for procrastination on the part of any one house will greatly embarrass the whole enterprise. The lists of the leading houses, almost without exception, and of a great part of the minor houses, are now received.

The Publishers' Weekly, (IV: 10) No. 86, September 6, 1873, p239.

The Finding List.

NEW YORK, Sept. 2, 1873.

To the Editor of the Publishers' Weekly:

DEAR SIR: Appreciating the value of complete and reliable catalogues, I am highly gratified to see that the project of compiling such a one of American books is being earnestly taken up. Herewith, therefore, I beg leave to tender you my subscription of \$100 toward the guarantee fund required for this purpose, trusting that the amount forthcoming from both publishers and booksellers in this country will soon enable you to begin and carry to a successful completion this great and peculiarly difficult task.

Meanwhile, in pursuance of a project which has long engaged my attention, I shall prepare and issue, as an appendix to my "Catalogue of the Periodical Literature of the United States," now in the press, a specimen of an attempt at a catalogue of original American books, with reference index of subject matter.

This tentative publication will be compiled upon information furnished me, in response to my circular addressed to many, by a small number of American publishers, who appreciate the advantages derivable to them from a proper recording of their publications in catalogues—a stimulus to the sale of their books, in most cases far more potent than advertising in periodicals, while not involving the outlay of a single cent on their part. The increased confidence and interest which such a thoroughgoing and reliable catalogue as the one now projected by you must engender in the book-buying public, would at once be felt by both publishers and booksellers in their increased sales, since there is nothing more creative of active demand than implicit trust. The long and universal experience of the book trade in other countries fully supports this position.

As yet, American publishers who would seem to participate in these views, are few; but by and by the advantages to all of having their books early and accurately recorded in weekly or monthly book lists, or in any book catalogues, but more especially in the catalogue now contemplated, will be better understood by them, and catalogue makers will be spared the cold courtesy of having their requests quietly ignored, and the encouraging warmth of such model replies as, "We cannot spare time to fill up the blank you desire." Yours truly,
E. STEIGER.

The Publishers' Weekly, (IV: 11) No. 87, September 13, 1873, p280-281.

[Long editorial by Leypoldt on The Proposed "Finding List," why he will not take the project on, and what characteristics a proper national catalogue must have. There are also three letters on the subject.]

The Publishers' Weekly, (IV: 12) No. 88, September 20, 1873, Nothing of relevance.

The Publishers' Weekly, (IV: 13) No. 89, September 27, 1873, Nothing of relevance.

The Publishers' Weekly, (IV: 14) No. 90, October 4, 1873, p. 343

The Uniform Trade List Annual.

"The Uniform Trade List Annual, 1873," is now ready, and, if we may be allowed to say so, is much more satisfactory than we had anticipated. Stoutly and neatly bound in cloth, it forms a volume of 1658 pages—larger than the "New York Directory"—in which 144 American publishers are represented by their full trade lists. These are arranged alphabetically, and a classified index of specialties, which prefaces the lists, does something toward enabling the bookseller to look up books of any desired class. Considering that the work has been completed in exactly two months, we feel justified in deeming it a fair success, though it has abundance of imperfections necessarily incident to the first issue of so complicated and difficult a publication. The following explanatory notice, which is sent out with the volume, we reprint as illustrating some of the difficulties of this year's experiment, for it is [sic] virtually only as an experiment that we are at all satisfied with the present issue of the "Annual":

EXPLANATORY NOTICE.

In presenting the Annual to the Trade, the Editor begs to express his thanks for the encouragement the enterprise has received from subscriptions as well as from the contribution of lists. As a first venture the result may be regarded as satisfactory, notwithstanding some deficiencies. The short-comings of the Annual are chiefly due to the brief time given for its preparation. The plan was suggested in May; the subscription list virtually opened in June and closed August 1. As the enterprise depended on the number of subscribers, no definite directions could be given to the publishers before that date. This circumstance also accounts for the delay of the publication. The majority of the lists could not be delivered within the stated term (ending August 31), and some were received as late as September 22, and then not all that had been promised were delivered. The approach of the active season prohibited further postponement. All the leading publishing firms, however, are represented. Among the obstacles which prevented some of the publishers from contributing, the chief one was the variety of sizes in which their lists had already been issued for the season. But in some instances promises were made for next year's Annual. This may be expected to be not only much more complete, but also in better shape than the present one. Many misunderstandings, unavoidable in connection with the first experiment, are not likely to occur again. The volume itself will best show what errors are hereafter to be avoided. The most serious difficulty arose from printing on paper of the wrong size, from trimming below the given margin, and from too short a supply. Fortunately the latter embarrassment had been anticipated, and a demand made for 2,000 copies, leaving a margin for shorts. Nearly a dozen firms supplied only from 1875 to 1,900 copies of their list, without being able at once to make up for the deficiencies. The remaining lists, of which a full number has been supplied, will be placed at the disposal of the publishers, unless the sets can be completed. There is no doubt that after publication there will be a demand for the volume far exceeding this surplus, and even imperfect sets may be welcome.

Several firms which have already been indexed, had to be marked off in the proof on account of not being able to supply their lists in time or of changing their mind at the last moment. Among these were the firms of N. Tibbals & Son and L.W Schmidt, which by oversight were left in the Index. The necessarily rapid preparation of the latter may, especially in the classification, show some other inaccuracies or imperfections. The Editor will thankfully avail himself of any rectification of errors, or suggestions of improvement for future editions.

We may supplement this with further explanations on one or two points. And first, let us state that no more copies can be delivered from this office at any price. Those members of the trade who were not sufficiently far-sighted to subscribe in advance must pay the penalty by doing without till next year, unless they can procure copies, as possibly they may, from the jobbers who have ordered a quantity of copies. We will, however, do our best to accommodate in the following manner. We will supply, at the nominal price of the Annual, fifty cents, folded sets of such lists as are in excess of the number of complete sets, with indexes and covers for binding, so that dealers may procure the missing lists for themselves and have all bound up together. Early application should be made for such sets.

There are a few publishers who either declined to furnish lists or could not prepare them within the given time. We are quite sure that the usefulness of the present volume will do away with the first difficulty, and that the longer time that can be given will obviate the second, next year. Meanwhile, we shall endeavor to prepare a list of all live publishing houses not herein represented, so that owners of the "Annual" may collect their catalogues, and bind up, each for himself, a supplementary volume which will make the catalogue complete. This list we shall publish in an early number of the Weekly.

We believe that this is the largest work ever circulated at fifty cents, and we trust it will be accepted by the trade as the earnest of future success in this direction which shall be complete. In our "Annual" for 1874, we expect to have the catalogues more uniform in character, so that the book will be more handy and convenient in every way. We also shall provide more editorial matter in the way of indexes, special bibliographies, etc. It is chiefly as a promise of better things to come that we present the "Uniform Trade List Annual" for 1873 to the book trade of the United States.

[Plus Supplement "List of Advance Subscriptions, October 1873," four unnumbered pages following page 344, Harvard copy only].

The Publishers' Weekly, (IV: 15) No. 91, October 11, 1873, p373.

NOTES IN SEASON.

WE are somewhat delayed in the delivery of the "Uniform Trade List Annual" by the necessarily slow progress of so large a volume in passing through the bindery. We began delivering last Saturday, on which day it was announced as ready, with the single copies to contributors and advertisers, and are proceeding with the delivery as promised in our original circular—in the order in which the subscriptions were received. We trust that before many days the latest orders may be filled.

***The Publishers' Weekly*, (IV: 16) No. 92, October 18, 1873, p389, 398.**

NOTES IN SEASON.

The American News Co. having refused to receive packages containing the Uniform Trade List Annual, for forwarding to the private dealers who have requested us to deliver their copies through this house, we are obliged to notify the latter to order their packages sent through any of the other jobbing houses, all of whom have very cheerfully, as is the courteous custom of the trade, done this favor to their dealers. We hold these packages to await such orders, and beg the dealers concerned to understand that the delay thus occasioned is in no way our fault.

LETTERS TO THE EDITOR.

A Startling Letter.

[We print the following personal letter as a "curiosity of the trade"—indeed, quite unique. This is most intolerable and not to be borne.—Ed.]

Office of Old and New

Boston, Oct 11, 1873.

My dear Mr. Leypoldt. -- Two copies "Uniform Trade List Annual" are received.

As your sincere friend, I must candidly inform you that no such transaction can be by me regarded as creditable or satisfactory, as that to be closed as agreed, by my forwarding to you \$1 for these two books.

I refuse to pay the sum above mentioned, for the reason that the books are not such as ought to be furnished for the above named 50 cents each and I herewith inclose the only sum which I will consent to pay, being in my judgment the very least the "Uniform Trade List" is worth, to wit, two dollars and a half per volume, or in all \$5, for which I hand you check.

And if you think you can get the better of me in another such transaction, you try it if you dare! Truly your friend,
Fred. B. Perkins.

***The Publishers' Weekly*, (IV: 17) No. 93, October 25, 1873, p445.**

LETTERS TO THE EDITOR.

Philadelphia, Oct. 17, 1873.

To the Editor of the Publishers' Weekly.

Dear Sir: Having been for many years deeply interested in bibliography, I had occasion to deplore the neglect of, and indifference—or shall I not say inveterate hostility—to, that science displayed by those whose interests were inseparably connected with its cultivation; e.g., I had to remonstrate with one large bookselling house against the habit of throwing their "Literary Gazette" into the waste basket!

At least, I had the pleasure of hailing, in the person of Mr. F. Leypoldt, a born bibliographer, by whose intelligent and persevering—I am afraid ill-paid—labors a new era has commenced in the United States, and a spirit aroused which, I trust, like Macbeth, is to "sleep no more!" And now he has added to his

valuable contributions to his favorite science this admirable "Uniform Trade List,"* which we trust is to be, like Banquo, father to a long line of successors. And now that the sluggish members of the trade have learned how to forgive Mr. Leypoldt for his zeal in bibliography, we shall not despair of Finding Lists and a "Bibliotheca Americana," worthy of the name and theme. Faithfully yours,

S. Austin Allibone.

* The usefulness of which, in future editions, would be greatly enhanced, by a general Index of Titles of Books, at the end of the volume. S A.A.

***The Publishers' Weekly*, (IV: 18) No. 94, November 1, 1873, p482-483.**

The "Courtesy" of the American News Co.

We have been honored by Mr. Farrelly, of the American News Co., with an explanation printed in another column), which we regret to say is rather evasive than to the point. In order to make the case clear we reprint our simple statement as made in the Publishers' Weekly for October 18:

The American News Co. having refused to receive packages containing the Uniform Trade List Annual, for forwarding to the private dealers who have requested us to deliver their copies through this house, we are obliged to notify the latter to order their packages sent through any of the other jobbing houses, all of whom have very cheerfully, as is the courteous custom of the trade, done this favor to their dealers. We hold these packages to await such orders, and beg the dealers concerned to understand that the delay thus occasioned is in no way our fault.

Qui s'excuse s'accuse :—It is nowhere implied that the discourtesy of the American News Co. was considered by us as a mark of distinction because the "packages" were "of your publication." Of course not, for it was stated to us, in unmistakable terms, by representatives of the American News Co., that packages for enclosure were refused as a rule. Now, Mr. Farrelly says, "if at all, it was because we forward only such as may be inserted in a case that may be packing for some customer."

The fact is, that when, in accordance with instructions received from their customers, a number of packages were presented to the American News Co., their refusal was made without any exception, and *as not even the presented list of addresses was examined*, it happened that the orders of some of their own branches were left unnoticed. Thus, either the American News Co. had no cases packing for any customers, or some one made a misstatement. One fact cannot be denied. The American News Co. has disregarded the distinct orders and wishes of their customers, and we have received letters from some of them expressing their surprise in strong language. And justly so. The practice of enclosing packages is an old-established courtesy in the book trade, not only in the United States but in all civilized countries; in fact—Mr. Farrelly's unexpressed views in this matter notwithstanding—not simply a courtesy, but a matter-of-course policy with every jobbing business. We are confident that the American News Co. owes its well-earned success to more obliging and less high-handed manners than are actually practised at that establishment; in other words, to a time when packages for enclosure were received gladly and—courteously.

LETTERS TO THE EDITOR

Mr. Farrelly Explains.

New York, October 21, 1873.

To the Editor of the Publishers' Weekly.

Dear Sir: We have noticed in the last Publishers' Weekly the statement impugning our courtesy in the matter of forwarding packages of the "Trade List Annual." In reply, we state we have refused no such packages because they were of your publication, but if at all, it was because we forward only such as may be inserted in a case that may be packing for some customer, and it is in that way only that packages are forwarded to our dealers. It must have been under such circumstances that your packages were refused.

Yours respectfully,

Patrick Farrelly, Manager.

The Publishers' Weekly, (IV: 19) No. 95, November 8, 1873, p. 512.

LETTERS TO THE EDITOR

The Finding List.

Palmer, Mass., Oct. 23, 1873.

To the Editor of the Publishers' Weekly.

Dear Sir.—We have received our copies of the Uniform Trade List Annual, and are highly pleased with it. We wonder how you can afford to give so much for 50 cents. The trade are under great obligations to you for the benefit conferred by such a compilation. We are grateful that the subject of the Finding List is being agitated. Such a work is as indispensable to the bookseller as the dispensatory is to the druggist, and we have not a doubt but that every member of the trade will want a copy, and gladly pay for it when completed. To encourage you in the work we will pledge \$25, if needed, for such a list as you propose, when completed.

Yours truly, Wood & Allen.

The Publishers' Weekly, (IV: 20) No. 96, November 15, 1873, p. 532.

LETTERS TO THE EDITOR

The Finding List and The Stationers' Handbook.

Nashville, Tenn., Oct. 25, 1873.

To the Editor of the Publishers' Weekly.

The "Uniform Trade List Annual" is received. I need scarcely say that I am pleased at possessing so great an aid in making up orders, and as a handy reference list, but the possession of it only strengthens my desire for a practical Finding List. You may put me down as a subscriber if you desire to start a subscription list.

I see you have projected "The American Stationers' Handbook." Put me down for a copy (if it is as cheap as the "Annual," will take several). I need scarcely ask if you design issuing the book soon, as the vigor you have displayed in getting up the "Annual" is indicative of the forth coming Handbook being out at an early day. I trust there is no stationer, importer, manufacturer, or jobber that will withhold information, or fail to give you all the assistance required in the compilation of this work.

Wishing you success and an easy (?) task, I remain, yours truly,
A. Setliff.

***The Publishers' Weekly*, (IV: 21) No. 97, November 22, 1873**, nothing of relevance.

***The Publishers' Weekly*, (IV: 22) No. 98, November 29, 1873**, nothing of relevance

***The Publishers' Weekly*, (IV: 23) No. 99, December 6, 1873**, nothing of relevance

***The Publishers' Weekly*, (IV: 24) No. 100, December 13, 1873, p665-666.**

[Long editorial on possible action toward The Finding List, based on support thus far received, with list of publishers and booksellers pledging.]

The Publishers Weekly V:1 (Whole No. 103). In Harvard copy, two unnumbered pages bound in after volume index and before title page of January 3, 1874 issue: “The Uniform Trade List Annual . Opinions and Endorsements of the Trade, Suggestions and Commendations about the 1873 Annual from a wide variety of booksellers and publishers.” These may have been published in January 1874, but more probably were printed in late June (just before the title of the proposed 1874 volume was changed from “Uniform Trade List Annual” to “Publishers Trade List Annual”) and then distributed with the volume V frontmatter (titlepage, index, etc.), after the volume was completed in June – probably in early July 1874.

The Publishers' Weekly. V: 18, No. 120, May 2, 1874, 427-428.

The Uniform Trade List Annual for 1874-1875.

The editor has the pleasure of calling the attention of the trade to the prospectus of the Uniform Trade List Annual for 1874-75. The Trade List Annual for 1873, as a useful enterprise to the trade, if not a very profitable one to the editor and publisher, has been a thorough success. For several months after the publication of the volume, orders were received daily, and the demand has not ceased to-day. Unfortunately hundreds of booksellers, not having paid attention to the only safe rule which makes such publication possible—viz., to limit the edition according to subscription—had neglected to secure copies in advance and were thus disappointed, as no copy could be supplied from this office after publication day.

It is to be hoped, now that it is no more an experiment, the value and usefulness of the Trade List Annual having been thoroughly tested, that subscriptions will come forward *promptly*. It is desirable that the subscription list be closed at the earliest date possible, in order to enable us to give sufficient time to the publishers for the preparation of their lists, and to place the Annual in the hands of the trade *before the opening* of the busy season, Belated subscriptions were chiefly the cause of the delay as well as the incompleteness of last year's Annual. Subscribers will please remember that the more time and security given for the preparation of the work, the more completely and satisfactorily it can be accomplished.

Any suggestions of practical improvements will be thankfully received and considered. We are impatiently awaiting the British Reference Catalogue, which, for the first time, is to do for England what the Trade List Annual has done for the United States. Should the former contain any improvement, it will, if possible, be adopted for the forthcoming Annual. The latter, however, will present a feature which the British companion probably will not contain, in its *Alphabetical Reference List of Books published and reported* from Jan. 15, 1873, to July 1, 1874—a feature which alone is fully worth the price of subscription.

***The Publishers' Weekly*. No. 128, June 27, 1874, page 590.**

The Trade List Annual for 1874.

Our preparations are now well forward for the publication of the Uniform Trade List Annual for 1874—the lateness of Mr. Whittaker's compilation, which had not been heard from at last accounts, precludes our waiting for it; and circulars giving full information to publishers and advertisers are issued this week. The previous volume, though but a crude and imperfect first effort in comparison to what we hope to make this second issue, received unanimous commendation from the trade. Its usefulness to the dealer and its profit to the contributing publishers have been universally conceded. The publication of the annual reference list and the more complete representation of publishers this year, will add very much to the practical value of the Annual, and we trust that no publishing house in the country will this year fail to supply its list. A publisher who permits his list to be omitted is sure to lose a good many sales. The convenience of the volume, both in handling and consulting, will be much enhanced by the more general uniformity of style. The reduction of the catalogue of the Methodist Book Concern, which occupies no less than 144 pp. of the last, to a compact list of 38 pp., is a case in point. We trust this example will be generally followed, so that the volume, while containing more matter, may be much less bulky. We would especially call the attention of both contributors and subscribers to the limitations as to time. We *must* issue it in good season this year, and this requires that all lists or advertisements, to insure insertion, shall be forwarded by the last of July. We cannot undertake to fill subscriptions received after the first of July; the number of copies is again limited, and if any are to be had at all after publication, it will be at an increased price. It will be remembered that copies of the annual were held at several times the publication price last year. We ask again, therefore, that all interested in the Annual will come forward promptly, and thus insure the fulness and general distribution of the work.

***The Publishers' Weekly*. No. 128, June 27, 1874, page 592**

The Stationers' Trade List Annual.

We have published the objections made by Messrs. Wilson, Hinkle & Co., Collins & Bro., Porter & Coates and others, in relation to the unhandy size of the UNIFORM TRADE LIST ANNUAL, who all concur that in its present shape the volume is too cumbrous and unwieldy. The same objections have been made, before and since, so frequently that we now feel compelled to hit upon a new plan, in order to remove this feature, which in the forthcoming ANNUAL would become still more objectionable by the addition of the Stationery department, which we first intended to bind up with the volume. In fact this feature already appears a difficulty insurmountable by the skill of the bookbinder.

We therefore propose to publish a few weeks later, in a special volume, the bulk of the stationery and fancy goods trade lists and business cards of connected branches, with a full index that will enable the dealer to turn to any article or firm.

The advantages derived from this plan are double: First, the PUBLISHERS' TRADE LIST ANNUAL will be freed from all miscellaneous matter that may interfere with prompt reference; second, in making the STATIONERY TRADE LIST ANNUAL a special enterprise, the representation can be made much fuller, while the same advantages, of containing only matter relating to their special branches, will be gained, for the practical purposes of the retailing Stationery and Fancy Goods Trades.

A prospectus will be issued immediately. The subscription price will be probably 50 cents, in cloth.

Suggestions and endorsements of this new enterprise are respectfully solicited and will be thankfully received.

F. LEYPOLDT, Publisher,
P. O. Box 4295, N. Y.

***The Publishers' Weekly* VI:1. No. 129, July 4, 1874, page 22.**

A SUGGESTION.

The attention of booksellers, who, only for their own use, have ordered copies of the UNIFORM TRADE LIST ANNUAL, is called to the special value of the ANNUAL, as a business card, when given away: Presented discriminately, "with the compliments of the dealer," "to librarians and large book-buyers, it cannot fail to prove a profitable investment. A copy, with firm name, and a notice of "all books supplied," etc, should be placed wherever it may meet the glance of lovers of books. The volume is so conspicuous and suggestive in appearance, that none who care for books can resist examining it. It must pay any bookseller to have a copy, with his business card, in every library within his district, public or private. Even last year's ANNUAL, after having been replaced by the new one, may thus advantageously be disposed of.

Until further notice, subscriptions for a limited number of the ANNUAL are still received at \$1.00 per copy; but after publication day the price will be raised, if any copies should be left, which is doubtful.

F. LEYPOLDT, Publisher,
P. O. Box, 4295, N. Y.

***The Publishers' Weekly.* VI:6 No. 134, August 8, 1874. Page 153.**

NOTE IN SEASON

Reader, have mercy upon your Editor, wearied and worried from the exertions, troubles, and tribulations of the past few weeks. Things have got out of joint a little under the sudden pressure of labor crowded into so short a space of time. The slow work of bibliographical compilation, with its ensuing typographical vexations, have sadly interfered with the regularity of the Weekly. Should the Editor confine himself to weekly lists and news, there would be little difficulty; but the book trade needs more. Lists embracing a period say of twelve or eighteen months, well-digested, such as the Reference catalogue; or an entire class of literature, such as the Educational Catalogue; or an entire line of

merchandise, such as the Stationers' Annual; or a complete store, house of books and merchandise, such as the Trade List Annual — such things are valuable to the bookseller, but cannot be made in a week or two. All these compilations are now forthcoming, one by one, and knowing that their permanent and time-saving qualities will make up for the recent failings of the Weekly, the Editor feels assured that some indulgence will be granted to him. He will be careful to avoid such delays and other short-comings during the busy season. One reason more, to clear away the slow and drudging labor during the dull season, even if summer were not the real close of the booksellers' year, and the fall the opening of a new one, when a fresh book record, up to date, should be placed in the hands of the trade. May the season be prosperous! May the united action of those determined men—who met in council with a will to save a noble calling from dropping into the hands of hawkers and hucksters—succeed in building up a sound and solid trade, that will draw, not drive away, the men with brains and capital. Should ever this millennium approach, the Publishers' Weekly, too, will prosper. No more delay then; no toil and worry; all properly done at proper time, with proper help—help which the Editor, backed only by a crippled trade, now cannot afford to seek. The Editor is hopeful. Trusting that all, at the end, will turn out right, he is preparing for business, and promises that the various now somewhat neglected departments of the Weekly will, with the beginning of the season, be again in full trim.

***The Publishers' Weekly.* VI: 16 No. 144, October 17, 1874, page 426.**

We are now delivering the Publishers' Uniform Trade List Annual as fast as the facilities for distributing so bulky a volume will permit. The Annual is considerably larger than last year's issue, weighing six pounds instead of five, and having above 1800 pages. It contains 121 publishers' catalogues, besides 30 advertising publishers. A full statement is given in the preface as to firms represented, but their number this year comprises only a few houses whose catalogues are much used. Our desire, however, is to make the work absolutely complete, and we trust, therefore, that the trade will honor our suggestion that, whenever they have occasion to use lists not found in the Annual, they will drop a line of protest to the delinquent publishers. The Annual comprises, besides the lists, the Annual Reference List, January, 1873, to July, 1874, and the full Educational Catalogue—features which more than supply the lack of such an index as Mr. Whittaker's. We have been asked several times to adopt this feature, but it does not seem to us advisable, in the present state of trade literature. The first need is a thorough finding list, and the trade should not be content with half-way work. This we propose to furnish, as a separate work, at the earliest possible time, and this once had, we shall thereafter bring it up to date, from year to year, in the Annual.

The Stationers' Annual is making progress, but Mr. Yohn, who is compiling the trade list, reports that he is embarrassed by the usual difficulty of obtaining information from manufacturers. We repeat our request that copies of all lists and circulars be forwarded in duplicate to this office, and to Mr. Albert G. Yohn, Yohn's Block, Indianapolis.

[Nothing more relevant to *PTLA* appears in the remainder of volume 6 (through December 1874)].