

FORDS, HOWARD, & HULBERT,
PUBLISHERS,
No. 30, Lafayette Place.

NEW YORK, Dec 4 1890

My dear Judge

Your letter about making
out "U. E." is at hand, and we
have carefully read & considered
it. And although, as I wrote you
yesterday, it is now too late to
again change the programme, we
have thought it all over just the
same, and conclude that your
sober second thought is not as
wise as your intuition, in the
matter: we would not change
if we could. For:—

1. Published Dec 15, the book
would be lost, in the book stores;
and the newspapers—the good
natured ones—rushed & crazy
with the multitude of books,
would give it a "kindly mention"
in a paragraph, just to get
it "noticed before Christmas,"
while the more ponderous ones
would let it get "overlaughed"
altogether. We should have

Neither sales nor adequate discussion.

2. We have already (looking to issue late in Nov. or early in Dec.) sent announcements and written letters to each of our book customers, as well as spent nigh on to \$100 in advertising. What result: Less than 300 orders.

The only way to sell the book is to make a row about it in the newspapers. Make it talked about and asked for; then the book-sellers will order it; not otherwise. I say they will not, because they do not: & they supposed it about to come out immediately.

3. Published Jan 7, it will give no time to perfect diverse little schemes & machinery for pushing it, both among the trade and before the people; the English trade will be secured (it begins with an order for 250 sheets); the newspapers which get it along from the 7th to the 15th will have time to read & remark on it so as to be getting things warm

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about February (waiting till Feb. would
keep the book getting started till
March, for papers don't hump
themselves to review books the
hour they receive them); and
the probability is that the orders
in the Spring will be far better
with that as a "new book," than
if it had been published &
fallen flat "last fall—in 1890."

I think that about covers
-the ground, and we all hope
that when you look it over in
the cold light of facts, the post-
ponement will appear to be the
wise, as it is the inevitable,
thing.

Your suggestions as to
men read & noted. Read
Lyman Abbott's article in the
Dec. Century. We will think
over the thing while getting ready.

Faithfully,
Yours

R. M.