

A.W.T. PAPERS 21 Jun-16 Jul 1894

CHAUTAUQUA COUNTY NY HISTORICAL SOCIETY 2013

Choice Reading.

FORDS, HOWARD, & HULBERT,

Beacon Lights of History,
The Bryant Collection,
Pictures in Palestine,
Army Sketch-Book,
400 Years of American History.

No. 47 East 10th Street,

New York. June 2/94

Dear Mrs Targie:

Your letter of
the 2nd inst. is at hand.

The prospect of settling
Dr. Printon's balance in full
this year is not very good.
The red & white Edition of
"Joel's Everead" has been
a failure. A short time
ago I estimated that we
had sold just enough
to cover the cost of getting
up the Edition (6300 printed
and 2549 bound). We went
into the scheme upon the
advice of one of the
best book salesmen in

town, who showed his
faith by agreeing to charge
no commission until
he had sold 5000 copies.
We have sent out sale
copies to many of our
customers who would
not order, have printed
circulars and advertised
as much as we dared,
but the book doesn't go.
I can't explain it. Of
course the general book
trade is desperately dull,
but still ~~at~~ so cheap an
Edition of so famous
a book ought to sell well.
"Eastman" is selling

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Slowly. I will send
you a statement up
to July 1st - as soon
after that day as
possible.

Yours sincerely,
Frank H. Bell

There's one (only one that
I can see) redeeming feature
in these Democratic times
— they are a frightful
"object lesson", and the
people will know better
next time.