

A. S. Barnes & Co.
NATIONAL
Publishers.
SCHOOL
111 & 113 William St.
SERIES.
New York.

Nov 17 1874.

My Dear Mr Bigelow -

My son has given me a memorandum of the workings and estimate of the "International Review", which I enclose, from it, you can draw your own conclusions -

Dr Seavitt would be glad to go on, with us, under a salary - and would of course be disappointed if we should decline his services - The question with us, will the Review prosper under his care?

if not, had we not better
arrange with him to retire
and find some one, who
would go on with us, by
sharing with us the profits,
when reached, ^{or hire of paper editor?} If you
are not favorably disposed,

Can you recommend
just the man to take
Dr Leavitts place, and
carry this Review forward
to a complete success?

I would regard it a
great favor, if you will
give me the benefit
of your advice and
your impressions of our
Wadsworth King, say, truly yours
A. A. Barnes

It will thus be seen that upon the bare basis of the present circulation, and adv^g, wh. m^r are certain it will hold, the Review will pay its own expense in 1874

The cash deficit against the Review (estimated to Jan 1st) is \$8,000; against wh we have assets and good accts to reduce it to \$7000

Interest, rent, personal services &c. will not be charged while there is a balance against the Review

More than half the advertising calculated on is already contracted for

Subscriptions for 1875 as rec^d up to Nov 12 includes

52 Renewals, and over

62 new subscribers
as against 19 orders to
discontinue. If this
ratio can be relied on
a very heavy increase
may be expected. Of
course we continue to
all subscribers until
ordered stopped.

The newspaper notices
during the latter part
of the year have been
decidedly more friendly.
The Independent has come
around completely, and
gives the ~~December~~ 10.
quite a glowing tribute.
The Nation only seems to
be permanently hostile

The Reviewer already
has a larger circulation
than the old North
American, Mr. Howard
Ticknor told me is 1700.
So, as a Reviewer, it may
be considered already
an established success.
I see no reason why we
should not slowly work
it up to 5000.

In preceding estimate I
have not included the
cost of advertising the
Reviewer, which we may or may
not do, as success seems
to require. Not more than
\$500 should be spent in
this way.
Our best ads are J. Barnes &
the notices of the
press which cost nothing.

Estimate
based on the present situation

International Review
for 1875

Receipts

From advertising	\$1500
1000 subscribers (direct) at \$5.	5000
1000 do (less commissions)	3500
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	10,000

Expenses

For Writers - 6 nos @ \$500.	3000
6 Eds of 3000 each @ \$0.15.	6090
Postage (prepaid) on 2000!?	300
Salary of Clerk	500
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	9,890

N. Y. Nov 15, 1874