

**Brief Summary of the Foundation of *Publishers' Weekly*  
(with notes on HathiTrust holdings in digital format)**

In May 1851, Charles Benjamin Norton (1825-1891) issued the first number of *Norton's Literary Advertiser*, continued from January 1852 as *Norton's Literary Gazette and Publishers' Circular*. This was an advertising medium for publishers and, with notice of new books and general news of the trade, was designed primarily for book sellers. In 1855 George W. Childs of Philadelphia bought Norton's periodical and changed the title to *American Publishers' Circular and Literary Gazette*.

A similar magazine, *The Criterion, Literary and Critical Journal*, with somewhat more emphasis on reviews, was begun on November 3<sup>rd</sup>, 1855, edited and published by Charles R. Rode (1825-1865). In 1856 Child's acquired this title too, after its July 12, 1856, issue, and with Rode continuing as editor, the combined enterprise started in September 1856 as *American Publishers' Circular and Literary Gazette*.

In April 1863 Rode stepped down as editor, and the *Circular and Gazette*, giving slightly more attention to literary notes, reversed its title to read *American Literary Gazette and Publishers' Circular*. Under this name it continued until the end of 1871.

Volume I, No. 1, New Series, of *The Publishers' and Stationers' Weekly Trade Circular*, edited by Frederick Leypoldt under the auspice of the Publishers' Board of Trade, "a Journal Devoted to the Interests of the Publishing, Printing, Book, Stationery, News, Music, Art, and Fancy Trades, and Associated Branches," appeared on January 18, 1872. The following issue, date January 25, announced that it had merged with the *American Literary Gazette and Publishers' Circular*. Volume I of the Weekly Trade Circular was completed in June; volume II was issued July-December 1872.

With what would have been the *Circular's* January 2, 1873 issue, Leypoldt's revised the banner for volume III:1 (Whole No. 51) to read: "*The Publishers' Weekly* [Formerly the *Trade Circular*.] With which is incorporated the *American Literary Gazette and Publisher's Circular*, Established in the year 1852."

Leypoldt's *Weekly trade Circular* had been preceded by *The Trade Circular and Literary Bulletin*, vols 1 & 2 (September 1869) and *Trade Circular and Publishers' Bulletin*, vols. 3-5 (ending December 1871), monthly lists of books published during the previous year which were cumulated, indexed, and published as *The Annual American Catalogue for 1869*, (1870), ... *for 1870* (1871), and ... *for 1871* (1872). This effort, which was financially unsustainable, is more properly a precursor to *Publishers' Trade List Annual* than to *Publishers' Weekly*. While the monthly lists do not appear in HathiTrust, the three volumes of *The Annual American Catalogue* are there.

**HathiTrust records** for this complex succession are confused and complicated – but with careful investigation of the various records for seemingly the same objects it is possible to find nearly complete runs, and in most cases complete runs, for all of the titles.

*Norton's Literary Advertiser* Vol I (May-December 1851): HT complete

*Norton's Literary Gazette and Publishers' Circular*, vol. II (January-December 1852); III (January-December 1853); New Series I (January-December 1854); II (January –July 16, 1855): HT complete

*The Criterion, Literary and Critical Journal* (November 1855-July 1856): HT complete

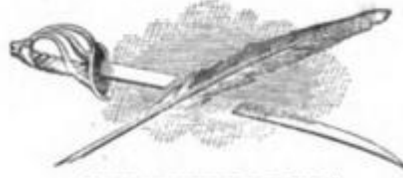
*American Publishers' Circular and Literary Gazette* (1855-1863): HT only v.7 (1861) on one record; 4 (1858), 5 (1859), 6 (1860), 7-8 (1861-62) + Nos 1-6 [of 9] (1863) on another; 1-8 + n.s. 1863 on a third;

*American Literary Gazette and Publishers' Circular*, vol. I (May-October 1863), II (November 1863-April 1864), 5-6 (1865-1866), 10 (1867-1868); 11 (1868), 17 (1871) on one record; 1-18 on another

*The Publishers' and Stationers' Weekly Trade Circular*, I (January-June 1872); II (Jul-December 1872): HT complete.

*The Publishers' Weekly* III:1 Whole No. 51 (Jan 1873 – 2001)

AMERICAN PUBLISHERS' CIRCULAR



"THE PEN IS MIGHTIER THAN THE SWORD."

AND  
Literary Gazette.

Issued on the 1st and 15th of each Month, at \$2.00 per Annum in Advance.

RATES OF ADVERTISING.

|                               |         |                                   |        |
|-------------------------------|---------|-----------------------------------|--------|
| One Page, each insertion..... | \$20.00 | Quarter Page, each insertion..... | \$7.00 |
| Half Page, " " .....          | 12.00   | Eighth Page, " " .....            | 4.00   |

GEORGE W. CHILDS, Publisher,  
628 & 630 Chestnut St., Philadelphia. }

MAY 1, 1863.


{ 594 & 596 Broadway, New York.  
135 Washington Street, Boston.

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 The accumulation of literary and advertising matter has been such, that, in order not to disappoint the readers and patrons of the "Circular," we have been compelled to increase the quantity of pages, in this issue, far beyond the limits contemplated in future numbers.

THE <sup>1872</sup>  
PUBLISHERS' AND STATIONERS'  
**Weekly Trade Circular**

A JOURNAL DEVOTED TO THE INTERESTS OF THE  
*Publishing, Printing, Book, Stationery, News, Music, Art, and Fancy Trades, and  
Associated Branches.*

OFFICIAL ORGAN OF THE PUBLISHERS' BOARD OF TRADE.

F. LEYPOLDT, EDITOR AND PUBLISHER, 712 BROADWAY, NEW YORK.

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New Series.  
VOL. I. No. 1.

NEW YORK: Thursday, January 18, 1872.

Terms, per Annum,  
Postpaid, \$2.50.

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## The Weekly Trade Circular.

JANUARY 25, 1872.

### EDITOR'S CARD.

MR. LEYPOLDT has, within the past week, purchased the "American Literary Gazette and Publishers' Circular," published at Philadelphia by George W. Childs, which will be merged into "The Publishers' and Stationers' Weekly Trade Circular." All subscribers to the former who have paid their subscriptions will be furnished with "The Weekly Trade Circular" up to the end of the term for which they have paid. No. 1 will be supplied on application. "The Weekly Trade Circular," in addition to its own peculiar features, as set forth in the first number, will embrace all the features of the "American Literary Gazette and Publishers' Circular."

In Preparation for the "Weekly Trade Circular."

*A series of articles on the experiences, usages, and business management of the trade in foreign countries. No. 1, "The German Börsenverein."*

*Art in America in 1872.*

*A Business Directory, or Guide to Dealers where to purchase.*

### REGULAR MONTHLY FEATURES.

*Alphabetical Reference List of Books published during the previous month.*

*Exports and Imports of Books, Stationery, Fancy Goods, Works of Art, etc.*

*Market Report of the Stationery and Fancy Trades. Quotations of Paper prices.*

*Price Current of Stationery.*

*Price List of new Periodicals issued during the previous month.*

*Index to articles of interest to the Trade and recently published in American and foreign Periodicals.*

*"Literature in America in 1871" will be concluded shortly.*

*The weekly lists of French and German publications will begin in the first February number.*

JUST before going to press, we have been favored by Mr. Childs with the following VALEDICTORY, which would have appeared in the last number of the "American Literary Gazette and Publishers' Circular" but for the sudden and somewhat unexpected closing of the contract of transfer. We trust that the "Weekly Trade Circular" will sustain, in respect to those features of the "Publishers' Circular" that have been incorporated with it, the reputation which the latter publication enjoyed while in the hands of its enterprising and distinguished publisher, and that it will, in all respects, merit the support he has so kindly invited for it in his Valedictory:

### VALEDICTORY.

WITH the number for January 15, "The American Literary Gazette and Publishers' Circular" ceased to have a separate existence. It will in future be incorporated with "The Trade Circular," and published by Mr. F. Leypoldt, New York, under the title of "The Publishers' and Stationers' Weekly Trade Circular."

Mr. Leypoldt's former connection with the publishing business, and his literary and bibliographical acquirements, abundantly qualify him for the task of conducting such a publication. "The Weekly Trade Circular" will be supplied to our subscribers until the close of the current term of their subscriptions; and I cordially hope that the support so long received by the "Literary Gazette" may be extended to the new Journal.

GEORGE W. CHILDS.

Ledger Building, Philadelphia, January 24, 1872.

THE <sup>27957</sup>  
**Publishers' Weekly**



[Formerly the *TRADE CIRCULAR*.]

With which is incorporated the

**American Literary Gazette and Publishers' Circular,**

Established in the year 1852.

*OFFICIAL ORGAN OF THE PUBLISHERS' BOARD OF TRADE.*

F. LEYPOLDT, EDITOR AND PUBLISHER, 712 BROADWAY, NEW YORK.

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VOL. III. No. 1.

NEW YORK, Thursday, January 2, 1873.

WHOLE No. 51.

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