

house of Geo. P. Rowell & Co., 41 Park Row, New York—*Day Book*, New York, Feb. 22.

Should be in the hands of every general advertiser who wishes to make a safe and judicious use of his money in that way. The Messrs. Rowell well deserve the thanks of both printers and advertisers for this new proof of their business enterprise and assiduity.—*Dispatch*, Lafayette, Ind., Feb. 27.

The object of the publishers of this work is to give all the information needed by advertisers, in its most condensed form, as accurately as possible, and up to the latest date, so that it may be of practical use to them in their calculations concerning the business of advertising.—*Eagle*, Pittsfield, Mass., Feb. 27.

With characteristic enterprise Messrs. Geo. P. Rowell & Co., advertising agents of New York, have issued a handsomely bound *Gazetteer*, containing a statement of the industries, characteristics, population and location of all towns in the United States and British America.—*Press & Herald*, Knoxville, Tenn., Feb. 22.

We have received a copy of this *Gazetteer* from the enterprising publishers and find it a compendium of the latest and most useful knowledge of towns, localities and sections in the United States and Canada where newspapers are published. It contains much valuable and curious information to be found elsewhere.—*Public Ledger*, Memphis, Tenn., Feb. 27.

Geo. P. Rowell & Co., the enterprising advertising agents, believe in making themselves a necessity to advertisers, and, in every way open to ingenious minds, they seek to attain that popular and profitable end. They have just issued a *Gazetteer*, packed with information, the mechanical neatness of which is equal to the extent of instruction given.—*Daily Herald*, Elizabeth, N. J., Feb. 15.

There are very few firms in this country which "push" things more persistently than that of Geo. P. Rowell & Co. And they are eminently fair in all their business transactions, which, doubtless, is the secret of the great success which has rewarded their efforts. They are constantly doing something which is to the benefit of the publisher and to that also of advertisers.—*Republican*, West Meriden, Conn., Feb. 23.

The *Gazetteer*, lately published by George P. Rowell & Co., is, like their *American Newspaper Directory*, an honest and reliable compilation, mostly from original material procured at no little pains. It gives "a statement of the industries, characteristics, population, and location of all towns in the United States and British America in which newspapers are published." The entries in each case are very brief and to the point.—*New York Nation*, Feb. 27, '73.

Will afford advertisers a very ready means of locating their advertisements to best purpose. It presents, in classification by States and colonies and in alphabetical arrangement, the significant facts regarding the towns or sections where newspapers are published. The statistics are brought up to the latest date, and the book is an exemplification of the thorough organization of the great house which has published it.—*N. Y. Evening Mail*, February, 19.

That indefatigable and enterprising firm, Geo. P. Rowell & Co., of New York City, have issued a complete and elegant *Gazetteer* of the United States, embodying a full statement of the industries, population and location of all towns in the United States and British America, in which newspapers are published. It is beautifully printed, and is in every way a credit to the firm by whom it is published.—*Daily Saratogian*, Saratoga Springs, N. Y., Feb. 17.

Geo. P. Rowell & Co.'s *Gazetteer* is "the concentrated essence of certain information respecting towns, counties, and places where newspapers are published." "It will be a help to advertisers, and give them much information needed in practical business." "Its information concerning the commercial, manufacturing, agricultural, and mining districts will be of essential service to business men."—*Commercial Bulletin*, Boston, Mass., Feb. 22.

This volume, intended merely as a guide for publishers and advertisers, is a tolerably complete gazetteer, for there are few towns of any importance in our

country or Canada that do not publish newspapers. It is a gazetteer corrected to a very late date, on whose statements reliance may be placed. But its chief value is of course to general advertisers, by whom it will be found to be a very great help in the selection of papers to advertise in.—*Christian Observer*, Louisville, Ky., March 13.

Messrs. Geo. P. Rowell & Co., New York, who have thoroughly systematized advertising, and built up one of the largest agencies in the world, have just added to their publications, a *Gazetteer*, giving information in relation to the size, location, character of business and newspapers, in all places in the country, where papers are issued; it will prove indispensable to advertisers and the business public; it is almost needless to add that it is a neatly-printed, well-bound volume.—*American*, Lawrence, Mass., March, 1.

That untiring industry in any given pursuit, and an intelligent employment of every legitimate means for success, gives eminence, is illustrated in the career of Geo. P. Rowell & Co. In the science of advertising we might give this house the pre-eminence. With the newspaper fraternity they have the best standing in a business point of view. To the interests of advertisers they also devote a large amount of careful contrivance. Their "*Gazetteer*" furnishes the best answer to—how, when and where to advertise.—*Methodist Home Journal*, Philadelphia, Pa., Feb. 22.

Geo. P. Rowell & Co.'s *Gazetteer*, containing a statement of the industries, characteristics, population and location of all towns in the United States and British America in which newspapers are published. Large 8vo. New York, Geo. P. Rowell & Co., 1873. \$3.00. This enterprising firm have reduced the advertising business to a complete system, and are said to have established a huge and crushing monopoly. For ourselves we must prefer to deal directly with parties who wish to advertise in our columns, and, by avoiding the heavy commission demanded by the agencies, can afford to make such dealing advantageous to the advertiser.—*Episcopalian*, Philadelphia, Pa., Feb. 19.

A manual for the advertiser, being a compendium of the latest and most useful knowledge of towns, localities or sections, wherein newspapers are published. It will enable him to form a correct judgment of their desirability as places in which to make an advertising investment, while he may obtain from it the commercial, agricultural, manufacturing or mining localities in any combination he may desire. He will also be able to note the characteristics of the people among whom his advertisement is to be sent, and will know the extent of their culture and the strength of their population. He will be able to form, in fact, a fair judgment of the probable result of an advertising venture.—*Journal*, Chicago, Feb. 22.

Advertising has been reduced to such a complete system by the various advertising agencies, that business houses need be at no loss to know where they can invest their money to the best possible advantage, and without the consumption of time and labor in investigating the merits of the numerous publications recommended by individual solicitors. It is necessary only to decide upon the amount of money to be expended, and the style of the advertisement. The agencies attend to the minutest details, placing the notices where they will meet the eye of that class of investors most interested in any particular specialty. The cost to the advertiser is simply the rates of the various papers used as a medium, from whom the advertising agent receives his prescribed commission.—*N. Y. Financial Record and Investor's Manual*, Feb. 15.

This book, in connection with Rowell & Co.'s *Newspaper Directory*, will enable advertisers to lay out their money at exactly the right points and to the best advantage. The country is so extensive, and its growth is so rapid, that guides of this kind are absolutely necessary. Advertising agencies, composed of men skilled in every form for giving notoriety to a fact, and acquainted with the best means of reaching the public, are absolutely essential to the study of this art of advertising, and benefactors of the buying as well as the selling public. They are as the middle-men of modern trade, as the men who transport commodities from one place to another. In proportion as the manufacturer or merchant patronizes them, his success may be measured.—*Daily Register*, Hudson, N. Y., Feb. 19.



To any man who will faithfully read every one of the above notices, and write us to that effect we will allow ONE DOLLAR towards the price of the book.

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GEO. P. ROWELL & CO., Publishers, 41 Park Row, N. Y.