

The object of the **AMERICAN NEWSPAPER DIRECTORY** is not very different from that of the well-known mercantile agencies which exist in all our leading cities. The latter keep their subscribers informed of the character, habits, reputation, business ability, and financial strength of the persons with whom they are likely to have business transactions, enabling them thereby to regulate those transactions as to secure probably profitable dealings, or to avoid such as will be likely to result in ultimate annoyance or loss.

The **DIRECTORY** conveys the best obtainable information concerning the character and value of newspapers. Its patrons are men who expend money in advertising (a large and important class), and it is from them that the publishers of the **DIRECTORY**, in their capacity of Advertising Agents, derive their profit and support.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the *circulation* of a newspaper generally considered the point upon which information will be of most value to the advertiser.

The greatest possible care is taken to make the **DIRECTORY** reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to lying or perjured reports to gain an unfair advantage.

## COMMENDATIONS.

*From Weeks & Potter, Wholesale Druggists, 360 Washington Street,*

BOSTON, MAY 7, 1877.

It is to the judicious advertiser what the dispensary is to the careful druggist—an authority without which it would be impossible to avoid serious mistakes. I anticipate the day when every newspaper worthy of advertising patronage will truthfully state its circulation, either in the **Directory** or at the head of its columns; but wherever stated, it will be due, in nearly every case, to the original and persistent efforts of Messrs. Geo. P. Rowell & Co., and as character and circulation determine the value of a medium, advertisers should not forget this important service you have rendered them.

Respectfully,

GEO. R. WHITE.

UNIVERSITY OF VIRGINIA, May 5, 1877.

Gentlemen:—The annual production of such a **Directory** bespeaks an enterprise and a vigor of administration peculiarly your own. One knows not whether more to admire at the intelligent perception which realizes the utility to yourselves of such a publication, or the vast business which makes it possible. The editor, the printer, and the binder, have combined in performing each his part with singular zeal and success, showing that if you choose to be a publisher you might be as peerless as in the vocation you have adopted, and, indeed, may be fairly said to have *invented*. Your friend and servant,

JOHN E. MINOR.

ROXBURY, N. Y., May 8, 1877.

I have carefully examined its contents, and I would say, not to flatter, but simply as a matter of fact, that you have made valuable improvement in the way of giving information, especially in regard to location and population of the leading towns and cities; while the type, paper, and binding, in short, everything pertaining to the book, rings of good, honest material, reflecting that tone and character upon its authors, which their established and well-earned reputation would lead one to expect of them.

DR. D. KENNEDY.

*From S. S. Scranton & Co., Book Publishers, No. 281 Asylum Street,*

HARTFORD, CONN., May 8, 1877.

In the quality of the materials, its beautiful typography, and the entire make-up and arrangement of the work, we regard it as a model worthy of imitation and typical of the enterprise which characterizes your house. We have made frequent and valuable use of former editions of your **Directory**, and find the present one full of information of practical benefit to us in our business.

*Office of I. S. Johnson & Co., Proprietors of Johnson's Anodyne Liniment,*

BANGOR, MAINE, May 7, 1877.

We bear witness to the great value and importance of the work to all people who have business with or want to know anything about newspapers. We notice many important improvements in this book over those previously issued by you, and believe that it is about as near perfect as such a work can be made.

Your friends, I. S. JOHNSON & Co.

Messrs. Geo. P. Rowell & Co., New York:

PITTSBURGH, May 8, 1877.

Gentlemen—We are in receipt of your valuable **Newspaper Directory** for 1877, and must say in the manner of compiling we look upon this edition the *best* you have issued, and an indispensable work for all but local advertisers. Most truly yours,

HOSFETTER & SMITH.

*From James R. Hill & Co., Sole Proprietors and only Manufacturers of the Genuine Concord Harness,*

CONCORD, N. H., May 5, 1877.

It will be of great service.

*From Seth W. Fowle & Sons, Proprietors of Dr. Wistar's Balsam of Wild Cherry, Peruvian Syrup, &c.*

We have subscribed for the work from its first issue, and we cannot get along without it. We consider it the most complete work of the kind published, and the descriptions of cities and towns in the present volume add much to its value.