

## A CARD TO NEWSPAPER ADVERTISERS AND BUSINESS MEN.

In 1865 we organized an agency to make contracts for the insertion of advertisements in the journals of the country.

Our business has grown from year to year, until we are now the authorized and trusted agents of more than 6,000 newspapers, and include among our patrons fully three-fifths of all those who do advertising in journals printed beyond their own immediate neighborhoods.

Aiming to still further increase our business, we submit a few of the reasons which we think ought to have weight with intelligent advertisers (for whom we mainly do business):

1st. A varied and extended experience.

2d. An organization for transacting business promptly, whether with one newspaper or a thousand.

3d. The certainty that we can always procure the best terms.

4th. The employment of experienced and skilled labor in every department, so as to execute the very best work without additional expense to the advertiser, and at the shortest notice.

5th. Being in daily communication with the leading newspapers, and the largest patrons of most of them, we are confident that the really leading newspapers throughout the country do now give us more business confidence than they do any other parties whatsoever.

To address a newspaper audience, so as to secure their attention, requires skill and experience, and to be able to do so from day to day is a labor requiring much ingenuity and constant study.

The value of an advertisement is not so much in its size or the frequency with which it is printed, as in the completeness with which it supplies the desired information to the reader.

We pay attention to the preparation of attractive advertisements to be inserted in choice positions in the leading newspapers of the large cities, including New York and Philadelphia.

For this class of advertising cheapness is a word which cannot be considered. To procure conspicuous positions, to attract the eye and secure the confidence of those who read the great journals, is work for which every advertiser who has first-class goods to dispose of can afford to pay.

Printed proofs are prepared for the approval of the advertiser before publication, when requested.

We seek the patronage of business men, of merchants, and manufacturers, the skilled artisan, and the thrifty and inventive mechanic, the earnest worker in every pursuit, confident that by our perfect facilities for every kind of newspaper advertising we can do better work for less money than it is possible for private parties to do.

**GEO. P. ROWELL & CO., Newspaper Advertising Agents,**

PRINCIPAL OFFICE: 41 PARK ROW, NEW YORK.

Extract from *NEW YORK TIMES*, June 14, 1875.

Ten years ago Messrs. Geo. P. Rowell & Co. established their Advertising Agency in New York City. Five years ago they absorbed the business conducted by Mr. John Hooper, who was the first to go into this kind of enterprise. Now they have the satisfaction of controlling the most extensive and complete advertising connection which has ever been secured, and one which would be hardly possible in any other country but this. They have succeeded in working down a complex business into so thoroughly a systematic method that no change in the newspaper system of America can escape notice, while the widest information upon all topics interesting to advertisers is placed readily at the disposal of the public.