Creditable.

It is impossible to overrate the value and importance of such a work, the production of which must have required an infinity of time and patience, considering the great care with which it is got up. The compilers deserve every credit for the manner in which they have executed their task.—Continental Gazette, Paris, France, September, 1880.

We are prepared to say that no work in our library will be more frequently referred to, and we know of no authority more perfectly correct upon the subject of American newspapers. The compiler has exhibited rare skill and judgment, and the work is a credit to the famous house issuing it.—Bartlett (Tex.) News, Sept. 20, 1880.

It is a complete epitome of the newspaper interests. Rowell's great credit upon Messrs. Rowell & Co. Its publishers have spared neither time nor expense in compiling this work.—Smith Centre (Kan.) Free Press, August, 1880.

Three enterprising gentlemen, after much painstaking and effort, have given to the press a work that is creditable to them and of incalculable benefit to the fraternity.—Rocky Mount (N. C.) Progress, 1880.

The care and labor bestowed upon it are a credit to this famous firm, and the unfavorable criticisms of a few are its best tribute to its general favor.—Indianapolis (Ind.) Sentinel, Aug. 3, 1880.

Great credit is due to the enterprising publishers for laying such a store of useful facts before the people in so correct and complete a form.—Bonicia (Cal.) New Era, Aug. 21, 1880.

It is spoken of in the highest terms by the press of the country, and is deserving of the mention it receives on all sides.—Salt Lake City (Utah) Daily Herald, Aug. 18, 1880.

The Directory is one of which its publishers may feel proud, and in which advertisers may place the fullest confidence.—Prescott (Ont.) Telegraph, August, 1880.

The book is a credit to the publishers; shows that a vast amount of labor has been expended upon it.—Ontonagon (Mich.) Miner, Aug. 21, 1880.

Every editor, newspaper worker, and typo in our land should be proud of such a Directory of the Newspapers.—Little Rock (Ark.) Democrat, 1880.

The authors of this work deserve great credit. Too much cannot be said in its praise.—Knoxersville (N. Y.) Golden Era, Aug. 21, 1880.

They have given to the world a convenient and trustworthy index to American Newspapers.—Albany (N. Y.) Press, Aug. 8, 1880.

The publishers deserve credit for the care and labor bestowed on this work.—Sumter (S. C.) True Southron, Aug. 24, 1880.

It is a creditable work, and great pains have been taken to make it a useful one.—Celina (O.) Observer, Aug. 12, 1880.

Rowell & Co. deserve credit for the success which they have achieved.—Sardis (Miss.) Star, Aug. 13, 1880.

One of the best Newspaper Directories ever published.—Meadville (Pa.) Republican, Aug. 18, 1880.

It is very creditable to the publishers.—Kingston (Tenn.) East Tennessean, Aug. 26, 1880.

A creditable and useful work.—Monmouth (Oregon) Pacific Christian Messenger, Aug. 27, 1880.

A large book, compiled with great care. Valuable.—Coshocton (O.) Age, Aug. 21, 1880.

The work is an excellent one.—Cobourg (Ontario Sentinel-Star, Sept. 2, 1880.

Is a carefully compiled work.—Henry (Ill.) Republican, Aug. 26, 1880.

Deserving of Credit.

This firm was the first to put forth to the world a Directory which is of great service to the advertisers, enabling them to judge of the circulation of each and every newspaper, and therefore of its value as an advertising medium. They take every precaution against misrepresentation, and their work is a commendable one. They should be aided by every publisher in making it as perfect as possible.—Eddyville (Iowa) Advertiser, 1880.

It is compiled with great care and exactness, and published in such a cost as shows that the publishers are thoroughly alive to the wants of the advertising public. It is emphatically the mirror of the newspaper business in the United States and Canada, and a most truthful one.—Lexington (Ky.) Transcript, August, 1880.

Its general accuracy, handsome get up, and marvellous amount of information, valuable alike to publisher, advertiser, and general reader, bear irrefragable evidence to the fact that Messrs. Rowell & Co. have spared neither time, skill, nor expense to make it unique of its kind.—Farmville (Va.) Mercury, August, 1880.

We know these gentlemen only "by their works"—never having dealt with them—but if they do all their work as well as they have done this they truly deserve the great success they have gained.—Philadelphia (Pa.) Grocer, Aug. 28, 1880.

The well known reputation of the publishers will commend this, their twelfth annual volume, to the high consideration of the public, in a more direct manner than any journalistic encomium.—New York Insurance Critic, July, 1880.

It is an American Newspaper Directory in its broadest sense, and Rowell & Co. deserve wide and generous praise for their great efforts in compiling a work of such interest and magnitude.—Jersey City (N. J.) Herald, Sept. 25, 1880.

The inscription, George P. Rowell & Co. deserve the thanks of publishers and the advertising community for presenting to the public so comprehensive and meritorious a work.—Utica (Mich.) Herald, Aug. 21, 1880.

The information it contains exhibits a depth of research and an adherence to accuracy which should warmly commend it.—Louisville (Ky.) Western Grocer, August, 1880.

These gentlemen deserve the thanks of the press at large, as well as the general business man, for such a work of reference.—Nashville (Tenn.) Baptist Reflector, Aug. 19, 1880.

It is the most complete treasury of facts of the kind that has ever been published. It comprises vast research, and all in one volume.—Monticello (Mo.) Journal, 1880.

Messrs. Rowell & Co. are straightforward, and up and up, cash on the spot, business men, and deserve the confidence reposed in them.—Simcoe (Canada) Reformer.

Geo. P. Rowell & Co. already have a national reputation, and the character of this publication cannot fail to increase it.—Clearfield (Pa.) Leader, Sept. 4, 1880.

Geo. P. Rowell & Co. deserve the thanks of the newspaper fraternity for the care they have given this work.—Sherman (N. Y.) News, Aug. 25, 1880.

The book is all that is claimed for it. Rowell & Co. seem to have spared neither trouble nor expense.—Brenham (Tex.) Banner, Aug. 17, 1880.

There is everywhere evidence that the work of compiling this volume has been done with equal skill and care.—Boonton (N. J.) Bulletin, Aug. 26, 1880.

The most extensive and neatly gotten up work of the kind ever published.—New Haven (Conn.) Loomis' Musical Journal, September, 1880.

It is, in itself, a remarkable book, and an evidence of business sagacity worthy of the greatest praise.—Pawnee City (Neb.) Enterprise.

The publishers deserve great credit for the herculean task they have performed.—Greencastle (Pa.) Echo, Aug. 31, 1880.

We have been examining it considerably, and find it a work of great merit.—Huntingdon (Pa.) Globe, Sept. 8, 1880.

Its contents are of great interest and value.—Canton (Me.) Horse Breeders' Monthly, September, 1880.

As a work of reference, of its kind, we know none better.—Osceola Mills (Wis.) Press, Aug. 14, 1880.

Evidently compiled with the utmost accuracy and care.—Amsterdam (N. Y.) Sentinel, Aug. 13, 1880.

We think the compiler has done his work well.—Albany (N. Y.) Our Work at Home, September, 1880.

The finest work of the kind we have ever seen.—Newport (Pa.) News, Aug. 14, 1880.

This is a wonderful work.—Harrisonburg (Va.) Old Commonwealth, Sept. 2, 1880.

The book contains a world of information.—Oneonta (N. Y.) Press, Aug. 12, 1880.

Reflects great credit on the compilers.—San Francisco (Cal.) Pacific Life, 1880.

We are greatly pleased with this book.—Ashland (Miss.) Register, Sept. 9, 1880.

Reflects credit on the publishers.—Webster (Mass.) Times, Aug. 28, 1880.

Is a great credit.—New Bedford (Mass.) Standard, Aug. 12, 1880.

Elaborate.

Great care seems to have been taken in compiling it. Being the latest and most elaborate work of the kind issued, it is a valuable acquisition to the desk of every publisher or agency.—Chicago (Ill.) Jewish Advance, 1880.

The care, the painstaking, the labor, the arrangement, the neatness and finish give additional credit and fame to the establishment of Messrs. Geo. P. Rowell & Co.—Columbia (S. C.) Christian Neighbor, Sept. 2, 1880.

The amount of labor involved in bringing this Directory to such a state of perfection can never be measured except approximately.—Jamaica Plain (Mass.) West Roxbury News, Aug. 28, 1880.

Reflects credit on the publishers not only on account of its handsome appearance, but also on account of its painstaking accuracy.—Lexington (Va.) Gazette and Citizen, Aug. 12, 1880.

The handsomest volume of the kind we have ever seen, and, so far as our knowledge goes, is remarkably accurate in its contents.—Tuskaloosa (Ala.) Clarion, Aug. 24, 1880.

It is arranged with much method, so as to be convenient for reference, and outstanding it contains over a thousand pages.—Baraboo (Wis.) Republic, August, 1880.

It is gotten up in beautiful style, and will be a very serviceable work to those wise men called advertisers.—Carrollton (Ga.) Carroll County Times, Oct. 1, 1880.

Exhibits the happy results of labored research, such as can only be reached by the great industry of this large house.—Wytheville (Va.) Dispatch, Aug. 12, 1880.

For superiority of workmanship and attractive appearance it surpasses anything of the kind we have yet seen.—Salt Lake City (Utah) Farmer, September, 1880.

There is every evidence that the work of compiling this volume has been done with equal skill and care.—Newark (N. J.) Daily Advertiser, Aug. 4, 1880.

A most elaborate and carefully compiled work; and of almost inestimable value to the advertising public.—Wellsboro (Pa.) Gazette, Aug. 26, 1880.

A most elaborate and carefully compiled work—the very best thing of its kind ever brought out in this country.—Wabash (Ind.) Express.

The most elaborate, and, we should judge, the most useful and complete book of its kind.—New York Sower and Gospel Field, Oct. 15, 1880.

The most elaborate and complete work of the kind ever issued.—Halifax (N. S.) Alliance Journal and Temperance Advocate, October, 1880.

It is a very valuable piece of work, and is, so far as we are able to judge, very accurate.—Richfield Springs (N. Y.) Mercury, Aug. 12, 1880.

The mechanical execution of the work would be a credit to any publisher in this country.—Deep River (Conn.) New Era, 1880.

A work of over a thousand royal octavo pages, in "an perb" binding, paper, and press work.—Bath (Me.) Daily Times, Sept. 28, 1880.

Splendidly printed, handsomely bound; a reliable and complete Newspaper Directory.—Meadville (Pa.) Messenger, Aug. 12, 1880.

Undoubtedly the most elaborate and complete work of the kind ever issued.—Potsdam (N. Y.) Courier and Freeman, Oct. 7, 1880.

Undoubtedly the most elaborate and complete work of the kind ever issued.—Delhi (N. Y.) Delaware Express, Sept. 30, 1880.

A model Newspaper Directory, which it would be difficult to improve upon.—Owen Sound (Ont.) Times, Aug. 20, 1880.

There has never been published a more complete and exhaustive Newspaper Directory.—N. Y. Express, July 27, 1880.

The mechanical execution of the work would be a credit to any printer.—Landisale (Pa.) Reporter, Oct. 7, 1880.

Undoubtedly the most complete and elaborate work of the kind ever issued.—Currie (Minn.) Cyclone, October 1, 1880.

The most elaborate and complete work of the kind ever published.—Fall River (Mass.) Bulletin, Sept. 25, 1880.

The neatest and most elaborate work of the kind we have ever seen.—Genoa (Neb.) Leader, August, 1880.

Undoubtedly the most elaborate and complete work of the kind ever issued.—L'Original (Ont.) News, 1880.

Undoubtedly the most elaborate and complete work of the kind ever issued.—Shoreville (O.) Journal, 1880.

Most complete and elaborate work of the kind ever issued.—Hudson (O.) Enterprise, Aug. 21, 1880.

A work that is complete in every detail. In typography it is superb.—De Witt (Ark.) Democrat, 1880.

It is a real beauty, and contains valuable information.—Del Norte (Col.) Prospector, Aug. 21, 1880.

We find it in all respects a splendid volume.—Ausable Forks (N. Y.) Mountain Echo, 1880.

Compiled with a great deal of labor.—Norwalk (O.) Reflector, Aug. 17, 1880.

Energetic.

A model of neatness, accuracy, clearness, and painstaking, and is a flattering comment upon the energy and enterprise that always distinguish the advertising agency that sends it forth.—Eureka (Kan.) Herald, August, 1880.

Rowell & Co. deserve great praise for their energy and painstaking, and for the general accuracy with which so voluminous a work is gotten up.—Newberry (S. C.) News, Aug. 27, 1880.

The energy and enterprise of Messrs. Rowell & Co. have gained for them the first place in the world as advertising agents.—Union (W. Va.) B. Watchman, Sept. 3, 1880.

The News loves to see enterprise and vim in every branch of business, and Rowell & Co. come right up to our idea in their line.—Geneseo (Ill.) News, August, 1880.

It is a gigantic enterprise, and bespeaks the energy of the company that have gathered the statistics and published them.—Burrton (Kan.) Telephone, 1880.

Geo. P. Rowell & Co., who have by their untiring energy brought this work to its popularity, deserve great credit.—Garrett (Ind.) Herald, 1880.

The publishers deserve great credit for the energy displayed in the compilation of such a book.—Booneville (Miss.) Pleader, Aug. 27, 1880.

Rowell & Co. deserve great credit for the energy displayed in getting up such an interesting work.—Easton (Md.) Ledger, Aug. 12, 1880.

A conspicuous instance of New England energy transplanted to the commercial metropolis.—Portland (Me.) Transcript, Aug. 21, 1880.

Whatever the publishers have undertaken they have accomplished.—Schoolcraft (Mich.) Grange Visitor, Oct. 1, 1880.

It is as accurate as energy and enterprise can make it.—Faribault (Minn.) Republican, Aug. 18, 1880.

It certainly makes a fine showing for American "git up and git."—Benton Harbor (Mich.) Times, 1880.

A splendid specimen of energy and enterprise.—Bowie (Md.) Farmer, 1880.

Errors Few.

No book issued from the press is subject to so much criticism, and none, considering the immense amount of labor in revising and collating constantly-changing facts, is so free from errors.—Savannah (Ga.) News, Aug. 14, 1880.

There may, of course, be some errors in it; it would be impossible to compile such a work without, but with each issue they grow less. It is to the direct interest of newspapers to aid in making it as near correct as possible, and the well-known energy and business ability of Geo. P. Rowell & Co. will, with reasonable aid from publishers, issue a Directory as near complete as it is possible to get.—Manitowoc (Wis.) Tribune, Sept. 19, 1880.

We have tested it by many of the publications that we know, and have found it to be a most complete and correct manner in which the huge mass of facts is laid before the public. Messrs. Geo. P. Rowell & Co. have rendered a great service to advertisers by the publication of this volume.—Palmerston (Ont.) Telegraph, August, 1880.

Rowell has succeeded more nearly in doing justice to the newspapers within the range of our own knowledge than any Directory ever before published. It must be a task of immense labor to compile such a work, and its publishers deserve the recognition of their labors call for.—Kaukakee (Ill.) Gazette, Sept. 30, 1880.

In our knowledge of the business of our own State we can detect only one or two slight errors. The general usefulness of such a work is apparent to every one.—Cedartown (Ga.) Advertiser, Aug. 26, 1880.

No business man who has dealings with the press can afford to be without this book. It is full and as accurate as labor and money could make it.—Chattanooga (Tenn.) Tradesman, Aug. 15, 1880.

It is revised and corrected with scrupulous care, and is as free from error as a work of its extent and character could possibly be.—Amsterdam (N. Y.) Recorder, Aug. 24, 1880.

It is commendably free from errors, and seems to us to deal fairly with both the publisher and the advertiser.—Cincinnati (O.) Herald and Presbyter, Sept. 1, 1880.

The work shows a great deal of careful labor, and we have been unable to detect any mistakes of importance therein.—Independence (Ia.) National Advocate.

Its quotations are perfectly correct as regards all the local journals and those circulations we are acquainted.—London (Ont.) Daily Advertiser, Aug. 4, 1880.

Experience has taught the publishers how to acquire facts and estimate statements, and how to compile as well.—Oswego (N. Y.) Times, 1880.

Rowell & Co. aim at absolute correctness, and approach it with marvellous continuity.—Salt Lake City (Utah) Evening News, Aug. 14, 1880.

There is every evidence that the work of compiling this volume has been done with equal skill and care.—Elizabethtown (Ky.) News.

There are probably as few errors as the compilation of any similarly gigantic work can show.—Holyoke (Mass.) Herald, Aug. 14, 1880.

The inaccuracies are remarkably few, and altogether unimportant.—Plymouth (Mass.) Old Colony Memorial, August, 1880.

So far as we are acquainted, it is remarkably free from errors and misstatements.—Durand (Wis.) Courier, Aug. 27, 1880.

As accurate and as free from errors as is possible for a work of this character.—Opelika (Ala.) Times, Aug. 20, 1880.

The work is as accurate as it is possible for man to get it.—Denver (Col.) Rocky Mountain Review, Sept. 2, 1880.

As far as our knowledge goes, there is no inaccuracy in the book.—Camillus (N. Y.) Independent, Sept. 9, 1880.

As far as we can see, it is correct in all its statements.—Baker City (Oreg.) Democrat, Aug. 25, 1880.

A hasty review shows remarkably few inaccuracies.—Camden (N. Y.) Advance, Aug. 14, 1880.

Nearly, if not entirely, accurate.—Ouray (Col.) Muldoon, August, 1880.

Exhibits Tact.

Messrs. Rowell & Co. have labored hard to bring something like science and arranged order out of the much confusion of the complicated newspaper system and advertising patronage in the United States. They have succeeded well, and deserve the sincere thanks of the press of the land.—Redwood City (Cal.) Journal, August, 1880.

Messrs. Rowell & Co. are the leading advertising agents of the United States, and enjoy the confidence of their patrons to the fullest extent. Their annual Directory is a fine advertisement of their liberality and enterprise.—Creston (Iowa) Democrat, Oct. 1, 1880.

An experience of fifteen years in business and the annual collection of newspaper statistics have given to this firm a thorough mastery.—Amherst (N. S.) Maritime Sentinel, Sept. 23, 1880.

Shows commendable tact and taste on the part of the Messrs. Rowell & Co.—Gardner (Mass.) News, Sept. 11, 1880.

Evidencing rare industry and superior talent in its make-up.—Troy (Mo.) Herald, Aug. 9, 1880.

Fair.

Contains the most complete and reliable statistics of the press of the United States that was ever published. The long experience of the publishers in the business, and their intimate relations with newspaper publishers in all parts of the country, render them peculiarly fitted for the compilation of such a work; and their well-known honesty and fairness have procured for them the confidence of both advertisers and publishers, so that the Directory is generally regarded as absolute authority on newspaper matters.—San Jose (Cal.) Herald-Argus, Aug. 19, 1880.

As complete a Directory of the newspapers of the United States and Canada as it is possible to compile. It is issued under the careful supervision of the leading American Advertising Agency. The interests of all parties are dissatisfied with Messrs. Rowell & Co.'s great work is a testimony to the work, since these critics are only able to show a personal animosity, which only proves that they were not favored above that which the public good demanded. Newspapers who have dealings with Rowell & Co. know that they deal with publishers on the basis of circulation, and always pay cash.—Garden Grove (Iowa) Express, Sept. 29, 1880.

We have examined the book, and find that it gives a very fair estimate of the circulation of papers in this part of our state. The figures are always courteously asked to be sent them for the purpose of making the Directory as near accurate as can be.—Dover (N. J.) Index, Sept. 23, 1880.

The present issue is the result of a careful and complete revision of the edition for 1879, and we believe is as complete and honest a statement of the standing of the various publications of the country as can be made.—South Boston (Mass.) Inquirer, Aug. 7, 1880.

The firm of Geo. P. Rowell & Co. are fair men to deal with, as we have found, after doing business with them for a number of years. The work just published by them is one of the best of the kind we ever saw.—Plattsburgh (N. Y.) Sentinel, Aug. 13, 1880.

They have shown a commendable degree of independence in the compilation, and yet, so far as we are acquainted with the facts, we are unable to cite an instance of injustice to any newspaper.—Red Oak (Iowa) People's Telephone, Oct. 6, 1880.

Is prepared each year with exceeding great care and fairness, and is as nearly perfect as any work of the kind can be. The printing and arrangement of the matter are particularly admirable.—Sedalia (Mo.) Democrat, August, 1880.

A critical examination leads us to believe that it has accurately estimated the newspaper interests, and has, without bias, given to the people a most valuable Directory.—Washington (D. C.) National View, Aug. 7, 1880.

We have critically examined the issue for 1880, and, as far as our acquaintance with the facts, we are unable to find any instance in which injustice is done to any newspaper.—Hanover (Pa.) Herald, August, 1880.

The book is a valuable one, to say the least, and seems to be as fair and accurate as it is possible to make a work of its kind.—Lacygne (Kan.) Journal, Aug. 21, 1880.

The Directory is not entirely correct, for it is impossible that anything should be, but it seems to be as nearly so as it could be made.—Ashtabula (O.) News, Aug. 12, 1880.

Show independence and spirit of candor in dealing with a delicate and difficult question.—Boston (Mass.) New England Journal of Education, Oct. 7, 1880.

We have examined the book with some care, and pronounce it, without bias or prejudice, fair and candid work.—Dublin (Ga.) Post, September, 1880.

We believe that it is a fair, candid, and complete exposition of the newspapers of North America.—Emlenton (Pa.) Register, Aug. 17, 1880.

The job, although a herculean one, has been fairly accomplished.—Oneida (N. Y.) Dispatch, Oct. 1, 1880.

Fairness expresses the estimate we place upon the book.—Springfield (O.) Republic, Aug. 11, 1880.

So far as we can see, as to its classification, is just and accurate.—Richmond (Va.) State, Aug. 5, 1880.

Just such a book as should be published, fair in all its statements.—Malvern (Ark.) Meteor, 1880.

This is by far the most satisfactory Directory.—Yorkville (Ill.) Record, Aug. 20, 1880.

It is fair and impartial.—Waynesville (Mo.) Tribune, 1880.

Faithful.

Criticisms have invariably inured to their advantage, for the reason that Messrs. Rowell & Co. have been shown to be in the right.—Carrollton (Ill.) Gazette, August, 1880.

The difficulty of arriving in every case at even the approximate circulation of a paper is obvious to those who are acquainted with the different subterfuges often resorted to to hoodwink the public. But Messrs. Rowell & Co., as far as we can judge, have exhausted no pains to obtain the most complete information on this point. Their long experience as extensive advertising agents has enabled them to detect the "true inwardness" of shams in the newspaper world. Their Directory is an authority with editors and publishers.—New Haven (Conn.) Shore Line Times, Oct. 1, 1880.

From business relations with Messrs. Rowell & Co., extending over about a dozen years, and a tolerably familiar acquaintance with these publications, we have never been inclined to—and do not now—believe they are actuated by any but the most commendable motives in the compilation of their Directory.—East Saginaw (Mich.) Daily Courier, Sept. 20, 1880.

An inspection of its pages convinces us that its estimate of the standing of the newspapers, especially those of the Pacific Coast, have been given after careful and deliberate investigation, the publishers evidently not relying alone on the statements of newspaper proprietors or managers.—Sacramento (Cal.) Daily Bee, Aug. 26, 1880.

The excessive pains that are taken to render the Directory as accurate as possible has commanded universal confidence, and established it in public favor. It is in every way admirable for its arrangement, correctness, and fulness of detail.—Canton (N. Y.) Commercial Advertiser, Aug. 19, 1880.

We have taken considerable pains to ascertain the correctness of their report of circulations, and from information received it seems that they are very reliable in their statements.—Canajoharie (N. Y.) Courier, August, 1880.

We have carefully examined the circulation ratings of several papers whose editions we see all about, and are free to say that, with a single exception, they are correctly stated.—Cape May Court House (N. J.) Gazette, 1880.

We believe that its publishers intend to state facts in regard to the publications of the country as accurately as possible, and we believe generally justice has been done.—Peterboro (N. H.) Republic, Aug. 19, 1880.

The statistics of periodical publications have been most faithfully gathered by direct correspondence, and some of the facts presented are full of interest.—Boston (Mass.) Herald, Oct. 3, 1880.

It is evident, from an examination, that the publishers are determined to maintain its reputation as a complete and reliable publication.—Sharpsburg (Md.) Enterprise, Aug. 13, 1880.

We believe that Messrs. Rowell & Co. have been at extraordinary pains to achieve correctness, and that they have practically attained it.—Oswego, N. Y., Palladium, Aug. 9, 1880.

The work has been done as carefully as possible. Nothing has been inserted or omitted through either fear or favor.—Ellenville (N. Y.) Journal, Aug. 13, 1880.

The editor of this paper assisted in its preparation, and can bear testimony to the faithfulness of its editor.—Fairfax (Va.) Advocate, August, 1880.

Prepared with a great deal of care, it contains a vast amount of useful information in regard to newspapers.—Winston (N. C.) Leader, Aug. 17, 1880.

There is every evidence that the work of compiling this volume has been done with equal skill and care.—Toms River (N. J.) Courier, Aug. 11, 1880.

Comes as near doing justice to both publisher and advertiser as it is possible to do a work of this kind to do.—Utica (O.) Herald, August, 1880.

They have shown admirable independence and determination in the prosecution of their task.—Baltimore (Md.) American, Sept. 25, 1880.

No more complete or faithful summary of the circulation of the different papers has ever been made.—Model Printer, New York city, 1880.

An excellent work, and shows that great care has been taken to bring it as near perfection as possible.—Batesville (Miss.) Blade, 1880.

A full and careful examination shows that it is prepared with great care.—Louisville (Ky.) Christian Observer, Aug. 25, 1880.

The people are wearied pains to getting it as correct as possible.—Rock Island (Ill.) Rock Islander, Sept. 1, 1880.

As far as we can judge, correctly represents the newspapers.—Danville (Pa.) American, Sept. 2, 1880.

As nearly accurate as can be ascertained by careful efforts.—Marlboro (Md.) Gazette, Aug. 18, 1880.

The work is prepared with care, and is very valuable.—Lansingburgh (N. Y.) Gazette, Aug. 21, 1880.

The publishers have been very particular in collecting the statistics.—Edina (Mo.) Democrat, 1880.

Comes up to the standard in every respect.—Tecumseh (Neb.) Journal, Aug. 18, 1880.

It is compiled with great care.—Kinmundy (Ill.) Independent, September, 1880.

The work is a meritorious one.—Pierceton (Ind.) Independent, Aug. 18, 1880.

Appears to be compiled with great care.—Oberlin (O.) News, Aug. 13, 1880.

Is faithful in giving facts.—Perry (Ga.) Home Journal, August, 1880.

Shows signs of being carefully edited.—Duluth (Minn.) News, 1880.

A book worthy of credit.—Pike (N. Y.) Gazette, August, 1880.

Famous.

Famous, not only at home but abroad.—Ypsilanti (Mich.) Commercial, Aug. 28, 1880.

The book contains a world of information.—Bloomington (Ill.) Pantagraph, 1880.

Great Undertaking.

Undoubtedly the most elaborate and complete work of the kind ever issued. It is most systematically arranged, and its statistics of business and population of thousands of towns and cities, in connection with this newspaper information if contains, make it invaluable as a work of reference. No extensive advertiser could afford to be without a copy. The energetic publishers deserve great praise for their enterprise. During the last twelve years Messrs. Rowell & Co. have spent over $123,000 on the several annual editions of this standard work of American newspaper statistics.—Alton (Ill.) Telegraph, Sept. 28, 1880.

To give the reader some idea of the magnitude of this work it will only be necessary to state that since its first publication, from 1869 to the present, it has involved an outlay of $123,374.71. Do not these figures, which are authentic, prove that its publishers, Messrs. Geo. P. Rowell & Co., have spared no pains to render it perfect in their efforts to make it the standard of American newspaper statistics?—Upper Marlborough (Md.) Prince Georgian, Oct. 1, 1880.

It is by far the most complete and reliable of all the works of this kind ever issued. The task involved in such a publication is by no means one to be lightly undertaken. It is beset with difficulties on all sides, and can only be accomplished by a vast amount of diligence, shrewdness, and energy. It has been performed, however, by Rowell & Co. with a conscientious thoroughness, ability, and success.—Alpena (Mich.) Argus, 1880.

Contains a mass of information in relation to the Press of the United States that can be found in no other publication, and which is wholly due to the perseverance, industry, and ability of the publishers. The work is a masterly undertaking, and the incumbent duties are discharged with the greatest efficiency.—New York City Insurance and Real Estate Journal, Aug. 5, 1880.

The labor and expense of compiling a work of this character is so large and continuous in its scale, is so great that no other advertising agency in the country dare attempt it. In making up the Directory, and giving circulations, they have accomplished a difficult and delicate task in an impartial manner that is commendable.—Richford (Vt.) Gazette, Sept. 30, 1880.

The amount of information contained in the work is immense; showing most patient and thorough research, and is of indispensable value to the newspaper man and advertiser, and of great importance to the general advertising public.—Clayesville (Pa.) Sentinel, Aug. 27, 1880.

The compilation of so stupendous a work reflects much credit upon the publishers, and classes them as benefactors in having so essentially contributed the facilities for advertising guidance to the mercantile world.—Cincinnati (O.) Gazette, Aug. 19, 1880.

Such a book is now an absolute requirement, and when we come to glance at the volume for 1880, we feel that the Herculean task has been performed exceptionally well.—N. Y. Frank Leslie's Illustrated Newspaper, Aug. 14, 1880.

Its well-arranged pages represent an almost incalculable amount of labor, when one considers the care attended upon compiling statistics of so many papers and periodicals. Mechanic Falls (Me.) Citizen, Sept. 29, 1880.

Considering the stupendousness of the undertaking, Messrs. Rowell & Co. merit the profoundest thanks of all newspaper men for placing in their hands such a valuable office adjunct.—Midway (Ky.) Clipper.

This work is a grand ultimatum of many months' hard labor, and stands a monument to American enterprise and energy. Most complete and thoroughly reliable.—Bayou Sara (La.) Sentinel, August, 1880.

A work of great labor and painstaking, and a monument to the enterprise and far-reaching connections of the house by which it has been compiled and published.—Richmond (Va.) Whig, Aug. 9, 1880.

The immense labor required by the details of a work of this kind can only be faintly imagined by those who have had some experience in this line.—Waltham (Mass.) Free Press, Aug. 20, 1880.

The task of issuing a complete Directory of all the Newspapers of all the States was by no means a light one to successfully accomplished.—Boston (Mass.) Commercial Bulletin, Aug. 7, 1880.

We congratulate the publishers on the success which has made it possible, if not profitable, to issue so complete a work. It is of intrinsic value.—Butler (Mo.) Record, Aug. 14, 1880.

When we consider the amount of labor, time, and pains necessary to complete such a work, the magnitude of the undertaking seems incredible.—Capac (Mich.) Journal, August, 1880.

Will astound general readers with the extent of the newspaper publishing interests of the country and their growth.—Cambridge (O.) Jeffersonian, Sept. 2, 1880.

Its compilation must have taxed the resources of even the veteran and enterprising firm by which it has been prepared.—Cincinnati (O.) Gazette, Aug. 27, 1880.

Has required much time and expense to perfect; but this enterprising advertising firm have accomplished the task.—Spencerport (N. Y.) Journal, Aug. 14, 1880.

It must have cost its authors an immense amount of labor, and will remain a lasting monument of their enterprise.—Napanee (Neb.) Banner, Oct. 5, 1880.

Is the result of labored research, such a work as only a house like that of Messrs. Rowell & Co. can produce.—Hillsville (Va.) Virginian, 1880.

The pecuniary cost as well as the brain work involved in such an enterprise must be very great.—Bad Axe (Mich.) Backwoodsman, 1880.

The work shows a vast amount of care and labor in its preparation.—Buffalo (N. Y.) Medical and Surgical Journal, October, 1880.

It is marvellous how so much correct knowledge of the press could have been collected.—Morris (N. Y.) Chronicle, Sept. 1, 1880.

A large volume, the preparation of which must have cost the compilers immense labor.—Halifax (N. S.) Wesleyan, 1880.

To get up such a book requires a great deal of labor, patience, and care.—Notasulga (Ala.) Herald, Sept. 1, 1880.

It is a monument of enterprise on the part of the publishers.—Cincinnati (O.) Christian Advocate, Aug. 11, 1880.

A big piece of work, and as near right as a work of that kind could be.—Hamburg (Iowa) Democrat, Aug. 11, 1880.

It has required both time and patience, as well as expense.—Oneida (N. Y.) Union Aug. 12 1880.

Honest.

The new American Newspaper Directory of Geo. P. Rowell & Co. is a volume of more than a thousand pages, and undoubtedly the most elaborate and complete work of the kind ever issued. The arrangement of the lists by States and in alphabetical order is such as to make reference easy; and, besides, there is, for every town in which a newspaper is published, a statement of location, population, lines of communication, and distinguishing characteristics that is very valuable to all who seek information of a general nature. The mechanical execution of the work would be a credit to any publisher in this country. From business relations with Messrs. Rowell & Co., extending over about a dozen years, and a tolerably familiar acquaintance with their publications, we never have been inclined to, and do not now, believe they are actuated by any but the most commendable motives in the compilation of their Directory. It has been a delicate and responsible task, to be sure, without personal acquaintance and sometimes without reliable communication, to embody in convenient form statistics which the business public was clearly entitled to, and yet avoid collision with the interests of a class of newspaper publishers who would, either from mistaken notions of policy, or with fraudulent intent, withhold this information. They have shown admirable independence and determination in the prosecution of their task; but, as was inevitable, they have incurred the displeasure of some who don't know why, and more whose attempts to swindle in the matter of circulation have been to some extent thwarted. In an are when knavery is so prevalent an honest man is often compelled to choose between his own conscience and some of the highest moral pretenders, whom he will serve, in other matters than publishing Newspaper Directories.—Fulton (N. Y.) Times, August, 1880.

It is the leading agency of its kind in the Un ted States, if not in the world, and we believe it to be in no respect unworthy of its high position. The Newspaper Directory, issued by Rowell & Co., is a valuable epitome of American newspaperdom, by far the most complete and reliable published. The Directory is fearlessly honest in reports of circulations, and has thus built up an enviable reputation for accuracy, and made thousands of friends among advertisers and conscientious publishers.—Mt. Clemens (Mich.) Monitor, Oct. 8, 1880.

It would be almost impossible for an advertiser to ask a question as to the standing and circulation of any newspaper that cannot be answered from the pages of this Directory, which, in all respects, is an honest, creditable, painstaking, and useful work. We have had dealings with Geo. P. Rowell & Co. for many years. Energetic in the prosecution of their business, they have been honorable in all their dealings. We take special pleasure in bear testimony to this effect.—Memphis (Tenn.) Appeal, Aug. 21, 1880.

We have had but little business with the firm named, but such as we have had has convinced us that Geo. P. Rowell & Co. are "square" in every sense of the word. We would remind foreign advertisers that they can make as favorable advertising terms with Rowell & Co. as they can with the publishers themselves. They are known to be good.—Cornish (Me.) Maxima, Oct. 2, 1880.

This is, without doubt, the best Newspaper Directory that has ever been published in America. The work shows evidence of honest research and revision, and is creditable to the bureau from which it is issued.—Toronto (Ont.) Lancet, Oct. 1, 1880.

The present issue is the result of careful and complete revision of 1879 and we believe is as complete and honest a statement of the standing of the various publications of the country as can be made.—Cincinnati (Ohio) Saturday Night, Aug. 14, 1880.

It is a work of rare excellence and shows an immense amount of work, and great care, in its compilation. It is a fact worthy of proof that it is the most trustworthy and accurate work of the kind published.—Streator (Ill.) Free Press, 1880.

The management is thoroughly honest, the enormous labor involved has been carried out in a careful and painstaking manner, and the work is in every respect praiseworthy.—Boston (Mass.) Traveller, Aug. 4, 1880.

We have examined the book quite carefully, and find it, on the whole, an honest, creditable, and painstaking work, invaluable to the advertiser and journalist.—Augusta (Me.) Journal, Aug. 3, 1880.

We have no reason for believing that the intention of the work is not honest, and its performance generally accurate.—New York Era, Oct. 2, 1880.

The publishers have won an enviable reputation for fair dealing and strict business integrity.—Manchester (N. H.) Times, Aug. 2, 1880.

The book is gotten up on honor, and we consider it a very creditable and painstaking work.—Carthage (N. Y.) Republican, Aug. 17, 1880.

We pronounce it an honest, highly creditable, remarkably painstaking, and truly useful work.—Baltimore (Md.) Methodist, Aug. 19, 1880.

Have shown admirable independence and determination in the prosecution of their task.—Toledo (O.) Bee, Sept. 25, 1880.

We pronounce it an honest, creditable, painstaking, and useful work.—Pittsburgh (Pa.) Christian Advocate, Aug. 12, 1880.

An honest and reliable book, gotten up by an honest and thoroughly reliable firm. Chicago (Ill.) Weekly Call, Oct. 7, 1880.

A most valuable work of the kind—honest, creditable, and painstaking.—Prescott (Arizona) Democrat, Aug. 19, 1880.

We commend it. An honest, creditable, painstaking, and useful work.—Greensburg (La.) Gazette, Aug. 21, 1880.

We endorse the Directory as superior every time.—Middletown (Conn.) Sentinel and Witness, Aug. 7, 1880.

Its publishers are not actuated by fear or favor.—Lebanon (Pa.) Times and Standard, Sept. 23, 1880.

We say it is an honest, creditable, and useful work.—Holly Springs (Miss.) South, Aug. 18, 1880.

An honest, accurate, and useful book.—Van Buren (Ark.) Argus, August, 1880.

An honest, creditable, and useful book.—Roann (Ind.) Clarion, August, 1880.

Indispensable.

The work is invaluable to the publishing fraternity; and one main reason of its having become indispensable is its accuracy of detail, the result of painstaking industry, care, and honest effort to deal justly by the newspapers in catalogues.—Chattanooga (Tenn.) Times, Sept. 25, 1880.

We pronounce the book to be invaluable in the spirit for which it was intended, that is, to post and keep posted the business class of our people—especially those doing a business proportionate to the maximum of newspaper columns. On seeing the book we could decide most strictly that it was indispensible to their business.—Blackshear (Ga.) News, Aug. 12, 1880.

The completeness of this volume, and its admirable adaptation to the needs of advertisers, would seem to make it absolutely indispensable to those who wish to advertise extensively at all and with discrimination.—Bloomfield (N. J.) Record, 1880.

We can but regard it almost as indispensable to every business man throughout the country, as is the local Directory of every city and of many towns.—Chambersburg (Pa.) High