

Geo. P. Rowell & Co., 10 Spruce St., New York.

The Object of Our Establishment.
Our Newspaper Advertising Bureau, No. 10 Spruce Street, New York, is an establishment intended to facilitate the convenient and systematic placing of advertisements in newspapers. It is conducted by a staff of experienced men who are in the habit of seeing the best results for the advertiser. We also have a branch office in Boston, and are not only the publishers of the city of New York, and of all the newspapers of the city, but also the publishers of the leading newspapers of every description throughout the world.

Confined Strictly to Newspaper Advertising and to American Newspapers.

We confine our transactions to newspapers, and do not accept or undertake the management of advertising in any other form, such as signs, posters, or job printing. By advertising in our branch of advertising we make ourselves master of it. We also make our dealings with newspapers published within the geographical limits of the United States and possessions. Carefully select the advertiser.

The Nature of the Service which it is Our Business to Render to the Advertiser.

We undertake to "maintain an established credit with every newspaper" in the country. We are able to quote the rates to an advertiser in advance, and to make the advertiser's copy in the most efficient manner. We also have a branch office in Boston, and are not only the publishers of the city of New York, and of all the newspapers of the city, but also the publishers of the leading newspapers of every description throughout the world.



It is not possible to describe in detail the nature of the service which it is our business to render to the advertiser. We are able to quote the rates to an advertiser in advance, and to make the advertiser's copy in the most efficient manner. We also have a branch office in Boston, and are not only the publishers of the city of New York, and of all the newspapers of the city, but also the publishers of the leading newspapers of every description throughout the world.

Our Promise.

We promise those advertisers who entrust their advertising patronage to our management that we will not allow them to be charged in any instance, any more than the publishers' schedule rates; that we will protect them from the consequences of any error on our part, and that we will be held responsible for any loss or damage which may be sustained by them in consequence of our negligence or carelessness. We are unwilling to do work without a profit, and never offer to do so, but in conformity with the promise made above, we sometimes find it advisable.

The System of Arrangement for Newspaper Files.



We have a perfected system for filing newspapers, a separate space being accorded to each, and labeled in accordance with the name of the publication, so that a stranger can place his hand upon any paper he wishes to examine with the same facility as in a dictionary, or a book in a library catalogue.

The Amount of Money to be Expended.

Persons who have had little experience as advertisers often have a pretty clear understanding of what they would like to do, but are often deterred by the expense. We have made out for each person a plan of advertising calling for an investment of \$500, and an outline of the results to be expected. It is a plan that is based on the experience of our advertisers, and it is a plan that is based on the experience of our advertisers, and it is a plan that is based on the experience of our advertisers.

The Confidence of Our Patrons a Matter of Prime Importance.

It is a matter of prime importance to us, for the purpose of maintaining our influence with publishers, that it should come to be understood among them that our statements about the advertising to be done, or not to be done, are to be relied upon, and to this end our dealing with newspapers is conducted with the utmost confidence and good faith.

Our Customers Entitled to Our Best Services.

Whenever we are doing the advertising for any individual, or for any business, we are entitled to our best services. If we suggest a paper which we think is the best for the advertiser, we will not only give the reasons, we will also give a good deal of information about the paper, and we will also give a good deal of information about the paper, and we will also give a good deal of information about the paper.

Extract from New York Times, June 14, 1875.

The advertisement agency of Geo. P. Rowell & Co., established their advertising agency in New York City five years ago, and was the first of its kind in the world. It is now the largest and most successful of its kind in the world. It is now the largest and most successful of its kind in the world.

**Geo. P. Rowell & Co.,
10 Spruce St.,
New York.**

ALLAN'S ANTI-FAT

THE GREAT REMEDY FOR CORPULENCE.

It is purely vegetable and perfectly harmless. It acts upon the food in the stomach, preventing its being converted into fat, and it is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

**Geo. P. Rowell & Co.,
10 Spruce St.,
New York.**

BOTANIC MEDICINE CO.,
Proprietors, Buffalo, N. Y.

NEW YORK

The Greatest Discovery of the Age is Dr. P. Rowell's
The greatest discovery of the age is Dr. P. Rowell's... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

OLD BLACK JERSEY
OLD BLACK JERSEY... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

CLASSICAL
CLASSICAL... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

WATCHMAKERS
WATCHMAKERS... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

TO MAKE MONEY
TO MAKE MONEY... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

EMPLOYMENT
EMPLOYMENT... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

DR. FOOT'S HEALTH
DR. FOOT'S HEALTH... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

MILLERS
MILLERS... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

CLOCKS
CLOCKS... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

LADIES
LADIES... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

STOCKS
STOCKS... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

TEAS
TEAS... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

NOVELTIES
NOVELTIES... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

OUTFIT FREE
OUTFIT FREE... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

MILK OF MAGNESIA
MILK OF MAGNESIA... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

GRACE'S SALVE
GRACE'S SALVE... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

GEAR FARMS
GEAR FARMS... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

FREE HOMES
FREE HOMES... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

IN THE WEST
IN THE WEST... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

FLY BRICK
FLY BRICK... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

KILLS ALL THE FLIES
KILLS ALL THE FLIES... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

IN TWO HOURS
IN TWO HOURS... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

10c. worth
10c. worth... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

will kill
will kill... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

more flies
more flies... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

than \$10
than \$10... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

worth of
worth of... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Fly Paper.
Fly Paper... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

No dirt.
No dirt... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

So simple.
So simple... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Sold by
Sold by... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

DeWitt's
DeWitt's... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Botanic Medicine Co., Buffalo, N. Y.
Botanic Medicine Co., Buffalo, N. Y... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

GRACE'S SALVE IS A SOVEREIGN REMEDY
GRACE'S SALVE IS A SOVEREIGN REMEDY... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

PAVILION HOTEL, REVERE BEACH, MASS.
PAVILION HOTEL, REVERE BEACH, MASS... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

MESSRS. W. S. FOWLE & SONS, BOSTON, U.S.A.
MESSRS. W. S. FOWLE & SONS, BOSTON, U.S.A... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

SOLE AGENTS BY ALL DRUGGISTS. PRICE 25 CENTS PER BOX.
SOLE AGENTS BY ALL DRUGGISTS. PRICE 25 CENTS PER BOX... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Medical College and graduate in February.
Medical College and graduate in February... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Thus having, in seventeen months, passed
Thus having, in seventeen months, passed... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

the course of lectures of the Louisville
the course of lectures of the Louisville... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

College and graduate in February.
College and graduate in February... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

When it is remembered that in Eastern
When it is remembered that in Eastern... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

colleges the student gets but two courses of
colleges the student gets but two courses of... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

lectures, and has to pay for these \$240, with \$260
lectures, and has to pay for these \$240, with \$260... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

for his board (\$200 in all), it will be seen that
for his board (\$200 in all), it will be seen that... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

in Louisville he gets one full course of lectures
in Louisville he gets one full course of lectures... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

more in the same time, and saves in fees and
more in the same time, and saves in fees and... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

travel fully \$300. A GREAT ECONOMY OF TIME,
travel fully \$300. A GREAT ECONOMY OF TIME... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

A GREAT SAVING OF MONEY AND THE GAINING OF
A GREAT SAVING OF MONEY AND THE GAINING OF... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

ONE ENTIRE COURSE OF LECTURES. Indeed, it is
ONE ENTIRE COURSE OF LECTURES. Indeed, it is... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

evident from the facts and figures afforded to
evident from the facts and figures afforded to... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

the public in these catalogues, and in NO
the public in these catalogues, and in NO... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

OTHER WAY, IN NO OTHER CITY, AND IN NO OTHER
OTHER WAY, IN NO OTHER CITY, AND IN NO OTHER... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

MEDICAL COLLEGE, AND A STUDENT IS SEVEN-
MEDICAL COLLEGE, AND A STUDENT IS SEVEN-... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

times more than he would pay for the same
times more than he would pay for the same... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

course of lectures and yet save in money fully \$300.
course of lectures and yet save in money fully \$300... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Every student or guardian or parent who
Every student or guardian or parent who... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

reads these remarkable facts should send at
reads these remarkable facts should send at... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

once for catalogues. It is stated in the catalogues
once for catalogues. It is stated in the catalogues... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

just issued, that all applications for
just issued, that all applications for... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

them should be addressed simply to the Dean
them should be addressed simply to the Dean... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

of the Louisville Medical College, Louisville, Ky.
of the Louisville Medical College, Louisville, Ky... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

We see that five per cent. of the class are
We see that five per cent. of the class are... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

granted honorary privileges.
granted honorary privileges... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

We also see in the catalogues issued, that
We also see in the catalogues issued, that... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

students who desire it will be educated by the
students who desire it will be educated by the... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

graded system adopted at Harvard, Massachusetts.
graded system adopted at Harvard, Massachusetts... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

One is not surprised to read, after learning
One is not surprised to read, after learning... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

these remarkable advantages offered by this
these remarkable advantages offered by this... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Faculty, that ninety-five students have been
Faculty, that ninety-five students have been... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

graduated by it in the last year.
graduated by it in the last year... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

The class list as published shows students
The class list as published shows students... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

from almost every State, the best evidence
from almost every State, the best evidence... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

of the fact that the public throughout this country
of the fact that the public throughout this country... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Taking their Pictures.
Taking their Pictures... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

One of the last acts of the Berlin
One of the last acts of the Berlin... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

peace congress was the regulation of its
peace congress was the regulation of its... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

expression, Prince Bismarck, at the
expression, Prince Bismarck, at the... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

close of a sitting, requested the dele-
close of a sitting, requested the dele-... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

gates to retain their seats for a few se-
gates to retain their seats for a few se-... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

conds, and then gave an order to his son,
conds, and then gave an order to his son... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Count Herbert left the hall and in a
Count Herbert left the hall and in a... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

moment reappeared with a gentleman in
moment reappeared with a gentleman in... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

black, who, bowing to the diplomatists,
black, who, bowing to the diplomatists... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

and in broken French, gentlemen, I
and in broken French, gentlemen, I... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

have received the honorable commission
have received the honorable commission... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

of taking a portrait of a sitting of the
of taking a portrait of a sitting of the... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

congress. I ask you, therefore, to keep
congress. I ask you, therefore, to keep... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

yourself for several instants in a quiet
yourself for several instants in a quiet... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

and easy position." The members
and easy position." The members... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

laughed at the exhortation, but re-
laughed at the exhortation, but re-... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

mained quiet in compliance with his
mained quiet in compliance with his... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

wishes. Professor Warner, the
wishes. Professor Warner, the... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

artist, charged by the municipality of
artist, charged by the municipality of... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Berlin to paint, in honor of the histori-
Berlin to paint, in honor of the histori-... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

cal event, a large picture of the congress,
cal event, a large picture of the congress... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

had already sketched the features of
had already sketched the features of... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

most of the members, who willingly
most of the members, who willingly... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

complied with the request, and the pic-
complied with the request, and the pic-... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

ture is to be placed in the Fairy Hall
ture is to be placed in the Fairy Hall... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

of the Mansion House.
of the Mansion House... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

A Remedy for Consumptives.
A Remedy for Consumptives... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Medical men have known for a long time
Medical men have known for a long time... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

that the best remedies for consump-
that the best remedies for consump-... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

tion were plenty of pure air, sunshine,
tion were plenty of pure air, sunshine... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

and cod-liver oil. Cod-liver oil has
and cod-liver oil. Cod-liver oil has... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

been a favorite remedy, and has done
been a favorite remedy, and has done... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

good in prolonging the lives of con-
good in prolonging the lives of con-... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

sumptives, and putting off the approach
sumptives, and putting off the approach... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

of the grim monster. The virtues of
of the grim monster. The virtues of... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

other remedies are in proportion to the
other remedies are in proportion to the... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Peril of Iced Tea.
Peril of Iced Tea... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

Beware the cup. In these days of
Beware the cup. In these days of... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

raging thermometers and busy coroners
raging thermometers and busy coroners... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

it is fraught with peril. Scientific men,
it is fraught with peril. Scientific men... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

learned men in the profession, have
learned men in the profession, have... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

been well-to-do and nervous strag-
been well-to-do and nervous strag-... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence.

gly in terror by screening out as if
gly in terror by screening out as if... It is a most valuable remedy for all cases of corpulence, and it is a most valuable remedy for all cases of corpulence