

From the Mercantile Agency, Dun, Barlow & Co., 335 Broadway,
NEW YORK, May 3, 1877.

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

Dear Sirs,—It is a most creditable book, and one which we prize highly. You are certain of any business we have.

JERSEY CITY, N. J., May 4, 1877.
Although we do our advertising through you, there is scarcely a day that we do not want to refer to it in a business transaction.
O. P. BROWN.

NEW YORK, May 4, 1877.
It cannot fail to render valuable service in its repletion of general, as well as Journalistic information.
F. H. AMMON'S SON, 220 Fifth Avenue.

NEW YORK, May 4, 1877.
The book is very beautifully gotten up, and is worthy of space in any library.
HAYDEN, CERE & Co., 84 Beekman Street.

From Hegemen & Co., Chemists and Druggists, Office No. 268 Broadway,
NEW YORK, May 4, 1877.
We shall always be pleased to send our business to your house.

PHILADELPHIA, May 5, 1877.
A very complete and valuable work for advertisers.
NATIONAL PUBLISHING COMPANY, No. 19 North Seventh Street.

NEW YORK, May 4, 1877.
We find the book invaluable. Yours respectfully,
DUNDA'S DICK.

BUFFALO, N. Y., May 7, 1877.
Invaluable.
R. V. PIERCE.

CLAYBACH COLLEGE AND HUDSON RIVER INSTITUTE, CLAYBACH, N. Y., May 10, 1877.
We value it very highly. We have looked about a good deal among advertising agencies, and feel satisfied that we are best served by your firm. It is about 15 years, we think, since we made our first order (you know), and it is our judgment that we have ordered every year during that period. We have learned to like you especially for your advice to advertise judiciously.
Yours truly,
ALONZO FLACK.

From Wells & Richardson, Wholesale Druggists,
BURLINGTON, Vt., May 9, 1877.
You have surpassed all your previous efforts.

OFFICE OF THE WATER PROOF BUILDING FELT, CAMDEN, N. J., May 9, 1877.
I also wish to add my many thanks for the prompt, faithful, and satisfactory manner in which you have conducted my advertising business, as my books show you to have done in every month during the past seven years. Truly yours,
C. J. FAX.

From E. P. Dutton & Co., Publishers, Booksellers and Importers, 713 Broadway,
NEW YORK, May 18th, 1877.
It is of value to us.

Office of Herring's Champion Safes, 251 and 253 Broadway,
NEW YORK, May 18th, 1877.
This work we regard as valuable to advertisers.
HERRING & Co.

From Ietson, Blakeman, Taylor & Co., 138 and 140 Grand Street,
NEW YORK, May 19th, 1877.
Excellent.

From Dunville & Co., Belfast, Ireland—Samuel McConnell, Sole Agent U. S. Branch, 49 Broad St
NEW YORK, May 19th, 1877.
A most complete and valuable work, and one of great service to advertisers.

From Cheney Brother's, Silk Manufacturers, 477 Broome Street,
NEW YORK, May 19th, 1877.
Your Gazetteer addition is a very nappy idea.

From P. Lorillard & Co., Established 1760,
NEW YORK, May 19th, 1877.
It is so complete and full in every important particular as to make it a desirable book of reference for the entire business community.

From "Domestic" Sewing Machine Co., Manufacturers of "Domestic" and "Grover & Baker" Sewing Machines, and "Domestic" Paper Fashions,
NEW YORK, May 19th, 1877.

The volume is invaluable for reference to all advertisers. The Gazetteer feature in the present issue is a very great improvement.

From the Mason & Hamlin Organ Co.,
BOSTON, May 23, 1877.
It will be of much benefit to us, being complete in all its details.

From Joseph Burnett & Co., 27 Central Street,
BOSTON, May 23, 1877.
It is a valuable book.