

TO ADVERTISERS.

HOW TO GET THE MOST SERVICE FOR THE MONEY!

The Advertiser who would be willing to pay twenty-five cents for every family who could be "educated" up to the value of his goods would thus devote \$3,000,000 to educate the 12,000,000 families which make up the 60,000,000 people of the United States. This sum would do the business thoroughly in a year, for it is sufficient to pay for the insertion of a full column in every issue of every publication, and for resetting the matter, making it new in every issue of each separate publication. We will receive and execute the contract.

\$10.—We devote all necessary care to placing small orders for Advertising:—even the smallest! Time is saved by sending check with the order. Often the Advertiser is not possessed of sufficient information on the subject to enable him to judge of the merits of an estimate for advertising, and he decides by the footings of the figures whether he will or will not do the work. Yet the estimate binds the Agent, and makes it improper for him to make any variation in its specifications, however much his judgment may point to material changes which ought to be made. This is specially liable to be the case when the order comes a considerable time after the estimate was made.

\$50.—If you are in the habit of occasionally inserting a small advertisement in a few papers, investing a few dollars, and carefully noting the result, we desire you to make trial of our Advertising Bureau, sending us the advertisement and the money, leaving the selection of the papers to us, and judging of the service rendered by results rather than by names, circulation claims or prices. To make up careful estimates calls for much work. It does not pay to make them indiscriminately for every applicant. If such estimates as are asked for were always given, the Advertiser who wished to expend \$50 would frequently find himself in possession of the scheme which it would cost \$500 or possibly \$5,000 to carry out.

\$100.—The Advertiser who sends his advertisements, asking for the best service possible for one hundred dollars, will often get from five to fifty per cent. more service for his money than he would had he required us to tell him in advance exactly what service we would promise; for when an estimate has been given its plan and specifications must, in a general way at least, control the advertising to be done. It ties the Agent's hands, and prevents his giving his patrons *to-day* a better service than he could have promised yesterday, because yesterday the opportunity had not presented itself: *to-morrow it may have passed!* Some publications are used most economically on contracts for a single issue; in others, insertion for a month may be had as cheaply as for a single week; but in furnishing an estimate in advance, if the Agent attempts to go into details, his correspondence becomes voluminous and the advertiser confused.

\$250.—Prepare a small advertisement and send with check for \$250, or any other sum. The practice of asking the Agent to name his papers in advance compels him to name such as are well known, otherwise there is reason to suspect that his judgment is biased;—*and the best papers do not like to have their rates quoted below their schedule.*

\$500.—Leading newspapers, especially the leading Agricultural newspapers, frequently issue large special editions (of twenty, fifty, one hundred, or even five hundred thousand copies), and solicit advertisement orders from us, on terms which would often be accepted by our patrons if there was time to invite attention to the matter; but the question must generally be decided before there would be time to write and receive a reply, and often the case cannot be fully stated within the limits of a letter.

\$1,000.—If we are given authority to insert advertisements to a limited amount, in such mediums as offer inducements which seem to us specially favorable, we shall not abuse the confidence reposed in us, and shall render statements of whatever is done (if anything) from day to day. When *trusted* with the placing of an advertisement, we are put upon honor, and are bound in honor to give the best service possible for the money to be used.

\$5,000.—One of the most successful Advertisers we ever had always ordered his advertisements in this way, "Get the best service you can for me for \$5,000," leaving every detail to us. We were thus enabled to say to a Publisher, if you put this in at a large reduction from your rate it will be no criterion for further transactions. It was a surprise to find ourselves so often able to contract for the insertion of that particular advertisement at half rates, in papers which would not permit us to *offer* their columns at a penny's deviation from their printed schedule. The advertising rates of one New York paper are double those of another which has twice the circulation of the first. Similar discrepancies are not uncommon. The advertisement entrusted to us to be placed in accordance with our judgment often does double service for half the money. A dollar for twenty-five cents.

The Oldest and Largest Roller Casting Establishment in New England.

ESTABLISHED 1859

WILD & STEVENS,

MANUFACTURERS OF

Printers' Rollers and Roller Compositions,

No. 148 CONGRESS STREET, BOSTON.

IT PAYS ADVERTISERS TO KEEP POSTED.



pays for a book of more than 200 pages devoted to Newspaper Advertising, and containing information valuable alike to experienced and intending advertisers.



pays for a year's subscription to **PRINTERS' INK**, a Journal no advertiser alive to his own interests can afford to be without.

Issued twice a month and containing articles bearing on every branch in advertising; in fact the trade journal of American advertisers. A sample copy will be sent for Five Cents. Address

GEO. P. ROWELL & CO'S
Newspaper Advertising Bureau,
10 Spruce St., New York.