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COMMON SENSE

ABOUT CITY DIRECTORY CIRCULATION

The true value of advertising circulation is circulation consulted.
To be exact by actual survey in twenty-four average American cities by actual count each city directory averaged three and one-half consultations for each business day.
To be conservative we will eliminate the sixty Sundays and Holidays when no tests were made.
For every thousand directories sold there will be an average of three and one-half daily consultations for each book for three hundred and five days, therefore—

$1000 \times 3\frac{1}{2} \times 305 = 1{,}067{,}500$

CONSULTATIONS OR CIRCULATION CONSULTED