

F A C T S

about

CITY DIRECTORY

circulation

THE TRUE VALUE of advertising is circulation consulted — “User Circulation.”

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 is an average of three and one-half daily consultations for each book for three hundred and five days, therefore —

1000x3½x305=1,067,500

Consultations or “User Circulation”

The City Directory offers the most Specific Point of
Contact advertising known