

## EXPLANATIONS.

### CIRCULATION.

The circulation has been omitted in cases where a description of the publications did not appear in the last edition of the DIRECTORY.

Where no advertisements are taken for a publication, the matter of circulation, being unimportant, has been omitted, and the fact stated thus: "Does not insert advertisements."

In some instances, from local jealousies or other causes, the statements of publishers have been questioned, and in such cases, the affidavits have been called for, and when promptly furnished the figures are marked with a dagger, (†) which indicates that the affidavit is on file in this office. The star (\*) against estimated circulations, indicates that a larger issue was claimed, but no affidavit was furnished in response to the application therefor.

Where publications are bought and circulated by persons and firms that advertise therein by means of descriptive articles in the reading columns, or devoted to the (almost) exclusive interests of any particular person or firm, or to the ventilation of any certain idea, or established solely as advertising schemes, embracing a class with circulations almost entirely gratuitous, they are termed "advertising sheets," and no circulation given.

### ITALIC WORDS.

Where *italic* matter follows the description of a publication, it is by order of the publisher, and is paid for as an advertisement.

The publishers of the DIRECTORY assume no responsibility for any statements made in *italic type*, every publisher of a newspaper being allowed to print in that manner anything for which he is willing to pay the price demanded, viz.: *ten cents a word*.

○ ⊖ ⊕ ⊗ ††

Papers marked ○ will be found generally on the files of agencies entitled to receive them. Those marked ⊖ issue a table of rates. ⊕ or ⊗ indicate papers likely to respond in business-like terms to communications on business, and those marked ⊗ will generally be found willing to convey any information for which an advertiser is entitled to ask.

The absence of either mark need not of necessity prove the publisher wanting in the particular indicated. All the marks are indications of good.

The marks have been omitted in cases where a description of the publications did not appear in the last edition of the DIRECTORY.

†† Means that the Editor of the DIRECTORY at the time of going to press had no certain evidence that the paper so marked had suspended publication, but he was unable to secure any late issue.

O. G. MOSES, Editor.