

# EXPLANATIONS.

The statements in relation to circulation in this issue of the AMERICAN NEWSPAPER DIRECTORY are in many instances smaller than in previous issues. The method of arriving at the figures given, has been to take an average of the figures furnished in accordance with the programme set forth in the blank furnished to publishers, of which the following is a copy :

(COPY OF BLANK.)

## REPORT FOR AMERICAN NEWSPAPER DIRECTORY FOR 1873. CIRCULATION.

This blank is furnished every publisher. It is to be filled—inserting the proper figures in the spaces left for answers to questions Nos. 1, 2 and 3. Questions Nos. 4 and 5 are to be answered Yes. The blank is to be regularly signed and dated. If returned without being properly filled, signed and dated, or if not returned at all, I shall estimate the circulation according to my best information. If any publisher objects to having his circulation given, shall so state.

NELSON CHESMAN, Editor.

NEW YORK, Dec., 16th, 1873.

1. QUESTION. How many copies were printed for the first edition issued the current month?

Answer. —copies,

2. QUESTION. How many copies were printed for the first edition issued last month?

Answer. —copies.

3. QUESTION. How many copies were printed for the first edition issued in the month next preceding last month?

Answer. —copies.

4. QUESTION. Were the editions given above the *bona fide* regular edition, same as would have been printed if this report were not to have been made?

Answer. —

5. QUESTION. Are you willing to verify the above statements by affidavit, if we so desire, and show such proof of the correctness of your statement as will enable us to satisfy inquirers, should the same be questioned?

Answer. —

It is hereby made known that the five questions printed above have been carefully read and truly answered by the undersigned.

PUBLISHER.....

PAPER..... ISSUED.....

PLACE..... STATE.....

DATE OF SIGNING.. .. .

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, and can be seen by interested persons.

The star (\*) against estimated circulations, indicates that a larger issue was claimed, but no affidavit was furnished in response to the application therefor.

The Blank above referred to, was furnished two separate times to every publisher who has failed to respond.

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

Where publications are 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.

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

NELSON CHESMAN, Editor.

NEW YORK, May, 1873.