

# You, Too, Can Follow The Light

PERHAPS FOR YEARS YOU HAVE BEEN STUMBLING IN THE DARK, BUYING ADVERTISING SPACE BECAUSE OF SOCIAL REASONS, SUPERSALESMANSHIP, PRESSURE OF FRIENDS OR JUST NOT CARING. BUT YOU WERE SPENDING REAL MONEY ALL THE TIME, AND SHOULD HAVE HAD REAL MONEY'S WORTH.

DO YOU KNOW THAT SCIENTIFIC SPACE SELECTION IS NOW AN EXACT SCIENCE. YOU CAN BUY ADVERTISING BY A STANDARD OF MEASUREMENT JUST AS YOU SELL YOUR OWN GOODS. WHY KEEP ON STUMBLING IN THE DARK WHEN, YOU, TOO, CAN FOLLOW THE LIGHT?

THE AUDIT BUREAU OF CIRCULATIONS WAS ORGANIZED TO INVESTIGATE, ANALYZE AND COLLECT FACTS ABOUT THE CIRCULATIONS OF NEWSPAPERS, MAGAZINES, FARM PAPERS, BUSINESS PAPERS AND MISCELLANEOUS PERIODICALS PUBLISHED BY MEMBERS OF THE BUREAU, AND TO DISTRIBUTE THESE FACTS, THROUGH AUDIT REPORTS, TO ADVERTISERS AND THEIR ADVERTISING AGENTS, WHO ARE ALSO MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS.

THE BRITISH WHIG WAS THE THIRD NEWSPAPER IN CANADA TO JOIN THE AUDIT BUREAU OF CIRCULATIONS.

**When buying advertising space ask for the Audit Bureau of Circulations Report? And figure out for yourself the exact circulation being exchanged for your dollars.**

You are always careful to find out how much a yard or a pound you are paying for general commodities. Why not place the buying of advertising on the same safe basis?

DAILY BRITISH WHIG		OTHER KINGSTON PAPER	
In Kingston	<b>3291</b>	In Kingston	<b>2548</b>
Net Paid Circulation		Net Paid Circulation	
<b>Whig's Lead 743</b>			
Total Net Paid Circulation	<b>6417</b>	Total Net Paid Circulation	<b>4860</b>
<b>Whig's Lead 1557</b>			
Total Distribution	<b>6918</b>	Total Distribution	<b>5858</b>
<b>Whig's Lead 1060</b>			

*Figures from A.B.C. Reports*

WE ARE MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS, AND WE WILL GIVE YOU ALL THE INFORMATION YOU DESIRE.

## The Daily British Whig

FIRST IN KINGSTON BY MERIT