The number of names of individuals (exclusive of firms, references, etc.) in the alphabetical list of names in the London portion of this book is 16,911. It is usual for directory publishers to estimate the population by multiplying the number of names in the directory by 3. This method of computation gives for London a population of over 50,000. We think, where the names are taken by well-trained canvassers, that this is too high a multiple, and that the multiple of 21 would give a more accurate estimate of the population — thus: $16.911 \times 2\frac{1}{2} = 42.277$.

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