## Ťuillsbordadurgus




See Your Tubes Tested In our modern English read-
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or meaningless figures to read.

Douglass Radio Service


Play at Hazeldale and

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Do not hesitate to
call upon us, whethcal yon wes whe
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The Palm Drug Store

## Mr. Local Advertiser:

## Have you ever analyzed an

## A.B.C. Report

LET'S ASSUME that you have not. The first thing to do, then, is to ask the Hillsboro Argus for a copy of their A. B. C. Audit Report. They will gladly furnish it.

Read the report from beginning to end. The completeness of the circulation information will be a revelation to you. As a local advertiser the circulation facts in an A. B. C. report are invaluable to you.

The various paragraphs give you information you want and need---the total distribution and the net paid circulation; how it was secured; how and where it is distributed, i. e., how much is in the city, how much is in the trading territory surrounding the city, etc.; and many more facts having a bearing on the quantity and quality of the circulation. These facts are all given by disinterested auditors who have every facility for reporting the facts.

## 2ัillsbord ${ }^{\text {Natgus }}$

is a member of the Audit Bureau of Circulations in order to serve the best interests of advertisers. It welcomes the opportunity of furnishing you circulation facts ascertained by this unbiased and unprejudiced auditing organization.

## Audit Bureau of Circulations,

165 West Wacker Drive, Chicago.

