

**A PIECE OF TABLEWARE** may be sold silver without the "sterling" stamp, the accepted "Hall Mark" of quality.

**BUT YOU DON'T KNOW.**

A Bank might be honest and efficient without Government inspection.

**BUT YOU DON'T KNOW.**

A business concern may be absolutely responsible without a commercial rating.

**BUT YOU DON'T KNOW.**

A publication may have the circulation it claims without verification by the Audit Bureau of Circulations.

**BUT YOU DON'T KNOW.**

**BETTER BE SURE.**

The circulation of the EAST OREGONIAN is verified by the A. B. C.