

IT IS NO PART of the duties of the Government of the United states to furnish advertisers with data on the circulation of publications.

THE GOVERNMENT'S ONLY INTEREST IN CIRCULATION is in connection with second class mailing privileges.

THE ABSENCE OF VERIFICATION DOES NOT NECESSARILY indicate indifference on the part of the Post Office Department as to the correctness of the publisher's statements:—

But particulars of distribution, methods of securing subscriptions and other details that are essential to advertiser who studies his market, are not given in statements to the Government.

PUBLISHERS' STATEMENTS TO THE POST OFFICE DEPARTMENT are, therefore, of no more value than statements made direct to the advertiser.

THE AUDIT BUREAU OF CIRCULATIONS FURNISHES the ONLY reliable and complete circulation data.

THE BUREAU'S REPORT ON THE EAST OREGONIAN will be sent to advertisers on request.