

THERE ARE TWO FACTORS that determine the value of a publication as an advertising medium.

EDITORIAL EXCELLENCE WILL INDICATE ITS INFLUENCE with its readers.

MEMBERSHIP IN THE AUDIT BUREAU OF CIRCULATIONS indicates its business ethics and methods.

THE FIRST SHOWS WHETHER THE PAPER IS WORTH READING.

THE SECOND SHOWS HOW MANY PEOPLE READ IT. THE EAST OREGONIAN INVITES THE CLOSEST SCRUTINY IN BOTH THE ADVERTISER IS VITALLY INTERESTED THE EAST OREGONIAN INVITES THE CLOSEST SCRUTINY. Its A. B. C. report is accessible to advertisers.