

**SIX YEARS AGO** the advertiser signed a contract for space with a sigh. He was gambling and he knew it.

**HE SUSPECTED THAT OFTEN THE DICE WERE LOADED** and that he would not get the circulation for which he was paying.

**TODAY HE BUYS ADVERTISING SPACE WITH THE** same certainty that he buys any other commodity. It is measured just as surely as the coal for his furnace is measured.

of Circulations and the **A. B. E IS THE AUDIT BUREAU** THE MEASURING MACHINC. report on a publication is his certificate from an impartial weighmaster.

**THE BEST PUBLICATIONS IN THE COUNTRY SUPPLY** A. B. C. reports to their advertisers.

**THE EAST OREGONIAN IS ONE OF THAT HONORABLE** company.