

**TWO FACTORS** determine the value of a paper's circulation to the advertiser—quality and quantity.

**THE QUALITY MAY BE JUDGED BY THE METHODS OF obtaining subscriptions.**

**THE QUANTITY MAY BE KNOWN ABSOLUTELY BY an independent and expert audit of the circulation records.**

**BOTH POINTS ARE COVERED BY THE REPORT OF the Audit Bureau of Circulations.**

**THE ADVERTISER WHO BUYS SPACE ON A BUSINESS basis asks for an A. B. C. statement and studies it.**

**IF AN ADVERTISER WHO DOES NOT DEMAND AN A. B. C. statement conducted the other branches of his business on the same method, he soon would not have any business to conduct.**

**AN ADVERTISER IS ENTITLED TO THE FACTS. AN A. B. C. paper has nothing to hide.**

**THE A. B. C. REPORT OF THE EAST OREGONIAN WILL be sent to advertisers on request.**